



DEPARTMENT OF THE ARMY
UNITED STATES ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, U.S. ARMY GARRISON-YONGSAN
UNIT #15333
APO AP 96205-5333

IMYN-PI

29 JUL 2014

UNITED STATES ARMY GARRISON-YONGSAN (USAG-Y) POLICY LETTER 14-1

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Interactive Customer Evaluation (ICE) Policy

1. **REFERENCE:**

a. Department of Defense (DOD) Interactive Customer Evaluation (ICE) System Policy, 01 July 2007 and 31 July 2009.

b. Installation Management Command (IMCOM) Policy Memorandum 5-1-1, Interactive Customer Evaluation (ICE) Policy, 29 May 2012.

c. 2010 Installation Management Community Leader Handbook

d. Installation Management Campaign Plan 2020 Operational Design, LOE 3, Effective Communications – Constant Communication and Continuous Feedback

2. **PURPOSE:** The purpose of this policy is to define the applicability, implementation, responsibilities and maintenance of the USAG-Y ICE Program. It also establishes the program's methods, goals and objectives.

3. **APPLICABILITY:** This policy governs the USAG-Y ICE Program and applies to all directorates, supporting offices, separate organizations and service providers of all levels who provide customer service to USAG-Y and the surrounding military community.

4. **GENERAL:** ICE is an internet accessible program designed to allow immediate customer feedback to service provider managers of services and programs provided to the USAG Y community. It integrates customer feedback for all services provided allowing the installation to implement, sustain, report, and improve service from one system within USAG-Y. The ICE Program will allow immediate customer feedback to all service providers, obtain suggestions in improving the quality of service to all constituent groups (Service members, Retirees, Veterans, DOD Civilians and Family members), and identify issues affecting their well-being. ICE can be accessed from any computer terminal with internet access or using ICE hard-copy comment cards. No personally identifiable information (PII) may be displayed nor be requested, except for

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limited contact information, such as name, telephone and/or email address which is optional to the customer. The automated customer feedback system will:

- a. Immediately generate an electronic customer comment to the service provider manager.
- b. Provide immediate input on the satisfaction level of the service provider to managers, directors, garrison and organizational commanders.
- c. Provide immediate customer feedback ratings on facility appearance, employee/staff attitude, timeliness of service, hours of service and if the product met the needs of the customer for each service provider area.
- d. Allow immediate reporting of customer satisfaction for use on the services received and assessments that affect the Army Performance Improvement Criteria (APIC) and the Organizational Self Assessment (OSA).
- e. Provide *limited* survey services to existing customer comment card feedback methods to collect more detailed information from target populations concerning customer satisfaction and quality of life.
- f. The ICE system and the feedback collected MUST NOT be used for any of the following purposes: Gathering data that is un-related to the products or services which the organization provides, conducting employee surveys, conducting organizational assessments, rating or ranking employees, determining salary and employment actions, or determining contract compliance.

5. **USAG-Y ICE PROGRAM OBJECTIVES:** There are three primary objectives for the USAG-Y ICE Program:

- a. Maintain a monthly benchmark of ICE comment submissions against the top five (5) performing garrisons in the Army.
- b. Sustain a quarterly satisfaction rating of 95% or higher.
- c. Achieve and maintain a 100% 72 hour follow up response rate to ICE customer comments.

6. **RESPONSIBILITIES:**

a. The Garrison Commander:

- (1) Assess customer feedback and satisfaction levels contained in ICE reports to

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identify and target problems areas and correct systemic issues to improve and maintain standard levels of quality service to installation customers.

(2) Support and promote ICE Program primary performance goals and ensure service provider managers maintain a 100% response rate on all comments requesting customer contact.

(3) Deter incorrect, improper, and/or misuse of the ICE system at all levels to consistently maintain the integrity and quality of the garrison's ICE Program.

b. Garrison staff directors and office chiefs:

(1) Review respective organization's ICE implementation and update, as appropriate. This will include, but not be limited to: designation of ICE service provider managers, designation of primary and alternate trusted agents responsible for collecting paper cards from respective facilities and entering data into the ICE system, placement of ICE comment boxes in service provider areas, periodic review and update of designated ICE manager point of contact lists on the web-based program, review and oversight of hard-copy comment collection and entry processes.

(2) Designate individual(s) as ICE manager(s) or "trusted agent(s)" to collect ICE comment cards at the directorate or organizational level and input the data into the ICE system. Ensure designated ICE Service Provider manager(s) or "trusted agent(s)" are fully trained on the appropriate use of the ICE Program.

(3) Ensure all customer comments are answered "within 72 hours (3 business days)" of receipt in accordance with (IAW) with ICE policy.

(4) Ensure service provider staff is appropriately trained on the proper use of the ICE system and that they thoroughly understand their roles and responsibilities.

c. Service Provider Managers:

(1) Ensure all service provider locations are provided with sufficient hard-copy ICE comment cards and that they are available for customer use at all point-of-service areas. For assistance, contact the ICE Site Administrator.

(2) Ensure customers requesting a response to their ICE comment receive a response within 72 hours (3 business days) and that all response data is entered into the Customer Follow-Up window in the web-based ICE system.

(3) Actively promote the USAG-Y ICE Program and seek customer feedback at every available opportunity. This provides a positive customer - service provider

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relationship and ensures maximum usage of the ICE Program.

(4) Ensure service provider staff is appropriately trained on the proper use of the ICE system and that they thoroughly understand their roles and responsibilities.

d. ICE Service Provider Managers:

(1) Maintain organization's service provider areas located on ICE and all customer feedback received. This will include, but will not be limited to: conducting all daily administrative maintenance of service provider areas on ICE, entry of hard-copy comment cards into the online ICE system, monitoring of all ICE customer feedback received and coordinating with the ICE Site Administrator to create customized comment cards, update ICE Service Provider manager accounts, create new service provider areas in the ICE system and re-directing customer comments to other service provider areas, as appropriate.

(2) Ensure all customer comments are answered "within 72 hours (3 business days)" of receipt IAW with ICE policy.

e. USAG-Y, Information Management Office (IMO):

(1) Provide network connectivity and customer access to the ICE Web site.

(2) Act as the primary liaison between the Garrison, Area II Network Enterprise Center (NEC), Defense Information Systems Agency (DISA), and other appropriate agencies to facilitate resolution of technical and/or connectivity issues to the ICE Program.

f. ICE Site Administrator:

(1) Assist the Garrison to develop an installation ICE policy.

(2) Manage the Installation ICE Program to include performing tasks required to maintain quality, integrity, and maximum usage of the ICE system.

(3) Provide comprehensive ICE reports to the Command Group and staff on a monthly and quarterly basis so that they may determine trends, identify and target problem areas in services and programs, and improve the quality of service and timely response to customers in efforts to foster continuous process improvement.

6. **STANDARDS AND METRICS:**

a. Service provider areas will be measured and rated as follows (metrics established

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by the Office of the Secretary of Defense, Quality Management Office):

- (1) ● Green (100%-85%), exceeding the standard.
- (2) ▽ Amber (84% to 65%), meeting the standard.
- (3) ● Red (64% to 0%), not meeting the standard.

b. Service provider areas in the RED range will be evaluated to determine cause and will develop action plans to improve satisfaction levels.

7. The proponent for this policy letter is the USAG-Y Plans, Analysis, and Integration Office (PAIO), DSN 738-6922.



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