

Interactive Customer Evaluation – ICE

ICE, Interactive Customer Evaluation, is a web based customer feedback system supported for DOD organizations by the OSD Quality Management Office (QMO). The system was initially developed by a team from the OSD Quality Office, HQ EUCOM and the 6th Areas Support Group.. After the proof of concept at HQ EUCOM, QMO began to deploy the system DOD wide.

Based on our last Centurion assessment, Fort Riley, KS was looking for a customer feedback system that could be deployed installation wide, was cost effective, and could be managed within current resource levels. Our search converged with QMO's expansion of ICE. In November 2001, Fort Riley deployed ICE to a wide range of services on the installation and included both traditional customer service operations such as leisure and recreation providers but also some that are less frequently thought of as customer service areas. Some of the later include Ammunition Supply Point; Military Dining Facilities, Central Issue Facility and military personnel and pay services. The ability to comment on some of these services was a very empowering experience for our personnel who might previously have had an opportunity to comment on these services only in an Army wide survey. A more subtle change was an increased awareness and improved focus on providing quality customer service throughout the installation.

ICE provides the service provider with immediate feedback from the customer. We have requested our providers to respond to comments within three business days and most respond more quickly. The system automatically calculates the customer service rating upon the submission of a comment. Customers can also now see how others have rated the service during the last 90 days as well. The combination of these factors provides a very quick feedback loop between the customer and the service provider and real time information on customer satisfaction for the provider. We have used ICE for only six months; some organizations have rates of response that permit them to identify trends and others are working on improving the response rate prior to using the data for decision making. We believe that ICE is a powerful tool to enhance communication between our customers and the service providers across the installation which will result in improved understanding of customer wants and needs which will result in better customer service. We can also expect that our resources will be better utilized by the delivery of services that are targeted to customer expectations.

The availability of the rolling 90 day customer satisfaction ratings invite easy comparison on a short term basis for providers of like services. The utilization of standard questions across DOD will also begin to provide baseline data for comparative purposes. This information will provide a factual basis for benchmarking and process improvement.

Fort Riley recently had a Centurion review. The FORSCOM team rated us highly in customer focus. We believe that the implementation of ICE was a significant factor in our improvement.