



DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON, DAEGU
UNIT #15746
APO AP 96218-5746

24 JAN 2011

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MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: US Army Garrison (USAG) Daegu Policy # 35, Interactive Customer Evaluation (ICE) Policy

1. Purpose: The purpose of this memorandum is to define installation/community policy covering applicability, implementation, responsibilities, and maintenance of the United States Army Garrison (USAG) Daegu ICE Program. The ICE Web site is an Internet accessible program designed to allow immediate customer feedback to service provider managers on USAG Daegu. ICE integrates customer feedback for all service providers allowing the installation to implement, sustain, report, and improve services on USAG Daegu from one system.
2. Applicability: This policy governs the purpose and use of the USAG Daegu ICE Web site and applies to all service providers, managers, directorates and organizations associated with providing customer service to USAG Daegu and the surrounding military community.
3. Implementation: The ICE Web site will allow immediate customer feedback to all service providers; obtain suggestions on improving the quality of service to all constituent groups (Soldiers, Retirees, Veterans, DoD Civilians, Family Members, Korean national employees, and Katusas); and identify issues affecting their well-being. ICE can be accessed from any computer terminal or kiosk with Internet access. 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 feedback ratings on facility appearance, employee/staff attitude, timeliness of service, hours of service, and whether or not the product met the needs of the customer for each service provider areas.
 - d. Allow immediate reporting of customer satisfaction for use on the services received assessments that affect Army Performance Improvement Criteria (APIC) and the Organizational Self Assessment (OSA).

4. ICE Policy Responsibilities:

a. Service Provider Managers.

- (1) Determine best type of customer comment feedback (automated or hard copy comment cards).
- (2) Define ADP hardware requirements; determine location, placement, and security if using an automated system. Prepare and submit ITRs to the Directorate of Information Management (DOIM) for acquisition of equipment to be used.
- (3) Implement the appropriate information assurance measure to safeguard the integrity of the hardware, software, data, and network.
- (4) Secure a comment card box (easily identified with ICE logo and instructions) and cards.
- (5) Monitor email daily to ensure customer comment response within the 72 hours for those comments requiring a response. Response data must be entered in the Customer Follow-Up section on the ICE system manager area.
- (6) Correct areas that may not require a customer response but may affect customer satisfaction if not resolved.
- (7) Ensure questions or event comments added to the service provider information areas are grammatically correct to obtain the desired results and removed when complete.
- (8) Ensure questions added, are kept to a minimum to allow the customer to submit information in a timely manner.
- (9) Maintain a reasonable amount of ICE customer comment cards in the service provider areas, making them available to customers. This will compliment the automated system where a kiosk is not available.
- (10) Prepare and submit work orders through the Information Management Officers (IMOs) to DOIM for connectivity of equipment to the USAG Daegu LAN.
- (11) Ensure manager data is current (name, phone, and email address) in the ICE system.
- (12) Ensure service provider data is current (location, hours of operation, and services provided) in the ICE system.
- (13) Promote the USAG Daegu ICE Program to provide a positive customer/service provider relationship.

b. Directorate or Organizational Supervisors/Managers.

- (1) Ensure service provider managers execute their responsibilities in support of the ICE Program.
- (2) Maintain ICE customer comment card boxes (locked) in areas where automated kiosks are not cost effective. Directors or organizational supervisors will determine the amount of boxes required to support the service providers.

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(3) Designate an individual to collect ICE comment cards at the directorate or organizational level and input the data into the ICE system (no service provider manager should collect and input comment cards).

(4) Notify the site administrator if cards are to be collected by Customer Management Services for those without quality assurance personnel. Cards should be collected at least once a week to meet the "within 72 hours" response to customers.

(5) Monitor and evaluate comment cards information and satisfaction level ratings.

(6) Submit better business practices to the Garrison Commander through the ICE site administrator.

(7) Update listings of service providers and managers once a quarter to the installation ICE site administrator.

c. Directorate of Information Management (DOIM).

(1) Budget and execute connectivity requirements based on work orders submitted.

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

(3) Provide reutilized equipment to satisfy customer requirements for terminal/kiosks, as submitted on ITRs.

(4) Be the technical advisor to staff elements on IT issues.

(5) Replace terminals or kiosks as required.

d. ICE Site Administrator.

(1) Assist the Garrison in development of an installation ICE policy memorandum that outlines the key roles and responsibilities from the Command Staff to the service provider manager.

(2) Responsible for management of the installation ICE Program to include performing task required to maintain quality, integrity, and maximum usage of the ICE system.

(3) Monitor the ICE site for errors, out-dated information, and consistency of service provider data.

(4) Manage existing or adding service providers and managers.

(5) Provide training and/or supplemental materials to service provider managers and reports managers (all levels); on the use of the ICE comment card system.

(6) Troubleshoot user issues.

(7) Forward unresolved issues to Office of the Secretary of Defense (OSD), Quality Management Office (QMO), ATTN: ICE Site Administrator, for resolution.

(8) Order and maintain sufficient quantities of ICE customer comment cards to support the installation service providers.

(9) Develop and provide reports on installation/community service providers to improve the quality of service and timely response to customers.

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(10) Review site manager reports to determine trends, identify problem areas, and to provide information to others.

(11) Utilize the ICE information as an additional tool to assess the services provided from an individual customer perspective.

(12) Promote the use of the USAG Daegu ICE Web Site to provide a positive customer/service provider relationship.

e. Garrison and Organization Commanders.

(1) Monitor the ICE Web Site and evaluate service provider performance.

(2) Promote the use of the USAG Daegu ICE Site to maintain standard levels of quality service.

5. Recognition/Awards Program.

a. Each directorate/organization/agency on the USAG Daegu ICE System will incorporate the ICE satisfaction and individual recognition into their existing employee recognition/awards programs. The program is designed to recognize outstanding customer service from service providers.

b. Garrison will recognize outstanding directorate/organization/agency participation based on the annual FY statistical data using the following guidelines:

(1) The directorate/organization/agency must have 50 or more satisfaction responses submitted for the FY.

(2) The directorate/organization/agency must maintain a 90% or higher satisfaction rating for the FY.

(3) The directorate/organization/agency must maintain an employee/staff attitude rating of 4.25 or higher for the FY.

c. The recognition for the directorate/organization/agency meeting the criteria above will be as follows:

(1) The directorate/organization/agency will receive a Certificate of Achievement signed by the Garrison Commander.

(2) The directorate/organization/agency will receive a trophy/plaque presented by the Installation Commander.

6. Standards and Metrics.

a. Each service provider must strive to deliver the best service and support to our customers. The following metrics are established by OSD, QMO.

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Status Indicators:

Satisfaction Questions (Percentage):

● 100%-85% ∇ 84%-65% ● 64%-0%

b. Service providers areas will be measured annually and rated as follows:

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

c. Service provider areas in RED range will be evaluated by the Directorate or Organizational Managers to determine cause and develop of Plan of Action to improve the satisfaction levels.

7. The POC is the ICE Administrator, USAG Daegu, at DSN 768-6274.


KATHLEEN A. GAVLE
COL, MI
Commanding

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