



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

IMKO-AB-PAI

December 15, 2010

US ARMY GARRISON – YONGSAN POLICY LETTER 14-1

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Interactive Customer Evaluation (ICE) Policy

1. REFERENCE:

- a. DoD Interactive Customer Evaluation (ICE) System Policy, 01 July 2007 and 31 July 2009.
- b. IMCOM Policy Memorandum #47, Implementation of the Interactive Customer Evaluation (ICE) System, 13 September 2006.
- c. 2010 Installation Management Community Leader Handbook

2. PURPOSE: The purpose of this memorandum is to define installation/community policy covering applicability, implementation, responsibilities, and maintenance of the USAG Yongsan ICE Program. ICE is an Internet accessible program designed to allow immediate customer feedback to service provider managers of services provided to USAG Yongsan. ICE integrates customer feedback for all services provided allowing the installation to implement, sustain, report, and improve service from one system within USAG Yongsan. 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. This memorandum also outlines and establishes the methods, goals, and FY10 strategic objectives pertaining to the USAG Yongsan ICE program.

3. APPLICABILITY: This policy governs the USAG Yongsan ICE Program and applies to all service providers, managers, directorates and organizations associated with providing customer service to USAG Yongsan and the surrounding military community.

4. **GENERAL:**

a. 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 comment cards. No personally identifiable information may be displayed on and/or be requested, except for limited contact information, such as name, telephone and/or email address which is optional to the customer. The automated customer feedback system will:

(1) Immediately generate an electronic customer comment to the service provider manager.

(2) Provide immediate input on the satisfaction level of the service provider to managers, directors, garrison, and organizational commanders.

(3) 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 area.

(4) Allow immediate reporting of customer satisfaction for use on the services received assessments that affect the Army Performance Improvement Criteria (APIC) and the Organizational Self Assessment (OSA).

5. **ICE STRATEGIC OBJECTIVES:** Strategic objectives for the USAG Yongsan ICE program consists of three primary performance goals:

(1) ICE Comments. Increase the number of ICE comment submissions by at least 5% each month throughout the fiscal year.

(2) Quarterly Satisfaction Rating. Sustain a quarterly satisfaction rating of 95% or higher for the Garrison.

(3) Response Time. Achieve and maintain a 100% 72 hour follow-up response rate to ICE customer comments. The Garrison goal is a 100% response rate on all comments requesting customer contact within 72 hours of receipt.

6. **RESPONSIBILITIES:**

a. Service Provider Managers.

(1) Determine best method of customer comment feedback (automated or hard copy comment cards) for the service provided.

(2) All service providers will have hard-copy comment cards available for customers at the point of service.

(3) If using an automated system, define ADP hardware requirements, and determine locations, placement, and security. Prepare and submit ITRs to the appropriate Information Management activity of the service provider's command for acquisition or equipment to be used.

(4) Prepare and submit work orders through the Information Management Officers (IMO) for connectivity of equipment to the USAG Yongsan LAN.

(5) Implement the appropriate information assurance measure to safeguard the integrity of the hardware, software, data, and network.

(6) If hard copy drop is the best method, secure a comment card box (easily identified with ICE logo and instructions) and cards.

(7) 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.

(8) Monitor email daily to ensure customer comment response within 72 hours for those comments requiring a response. Response data must be entered in the Customer Follow-Up on the ICE system manager area. The Garrison goal is to achieve and maintain a 100% response rate on all comments requesting customer contact within 72 hours of receipt, IAW ICE Strategic Objectives, as outlined in Section 5.

(9) Correct areas that may not require a customer response but may affect customer satisfaction if not resolved.

(10) Ensure questions or events added to the service provider information areas are grammatically correct to obtain the desired results and removed when complete.

(11) Ensure questions added, are kept to a minimum to allow the customer to submit information in a timely manner.

(12) Ensure manager data is current (name, phone, and email address) on the ICE system.

(13) Ensure service provider data is current (location, hours of operations, and services provided) on the ICE system.

(14) Promote the USAG Yongsan ICE Program to provide a positive customer/service provider relationship.

(15) Ensure all service areas are provided with USAG Yongsan's hard-copy standard ICE comment card. (See Annex A).

(16) Actively solicit hard copy ICE comment cards at the point of service and engage in direct point-of-service interaction with customers.

(17) Review, implement, and meet the ICE Strategic Objectives primary performance goals, as outlined in Section 5.

(18) Periodically review ICE requirements, process policies, best practices, and strategic objectives to continuously increase the number of ICE comment submissions and satisfaction level ratings.

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 a kiosk (automated) is not cost effective. Directors or organizational supervisors will determine the amount of boxes required to support the service providers.

(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.

(8) Ensure service provider Managers actively solicit hard copy ICE comment cards at the point of service and engage in direct point-of-service interaction with customers.

(9) Ensure service provider Managers review, implement, and meet the ICE Strategic Objectives primary performance goals, as outlined in Section 5.

(10) Ensure service provider Managers periodically review ICE requirements, process policies, best practices, and strategic objectives to continuously increase the number of ICE comment submissions and satisfaction level ratings.

c. USAG Yongsan, Information Management Office (IMO).

(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 terminal 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 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 the 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.

(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 Yongsan ICE Web Site to provide a positive customer/service provider relationship.

e. Garrison and Organization Commanders.

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

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

(3) Ensure service provider Managers are adhering to the requirements for direct point-of-service interaction with customers, active solicitation of ICE comment submissions, Garrison satisfaction ratings, and achieve and maintain a 100% response rate on all comments requesting customer contact within 72 hours of receipt, as outlined under Section 5, ICE Strategic Objectives, and Section 6, Responsibilities.

(4) Support and promote the primary performance goals set forth in the USAG Yongsan ICE Strategic Objectives, as outlined in Section 5.

6. **RECOGNITION/AWARDS PROGRAM:**

a. Each directorate/organization/agency on the USAG Yongsan ICE System will incorporate the ICE satisfaction and individual recognition into their existing employee recognition/awards programs to recognize outstanding service provider customer service.

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.

7. **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 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 the RED range will be evaluated by the directorate or organizational managers to determine cause and development of action plans to improve satisfaction levels.

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



WILLIAM P. HUBER
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Commanding

DISTRIBUTION:

All

ANNEX A

USAG Yongsan Standard ICE Customer Comment Card



Date: _____
 Service Provider (optional): _____
 Service Provider's Name (optional): _____

Please Place an "X" in the appropriate block	EXCELLENT	GOOD	OK	POOR	AWFUL	N/A
Facility Appearance						
Employee/Staff Attitude						
Timeliness of Service						
Hours of Service						

Date: _____
 Service Provider (optional): _____
 Service Provider's Name (optional): _____

Please Place an "X" in the appropriate block	EXCELLENT	GOOD	OK	POOR	AWFUL	N/A
Facility Appearance						
Employee/Staff Attitude						
Timeliness of Service						
Hours of Service						

Circle YES or NO for the Following Questions:

Did the product or service meet your needs?	YES	NO
Were you satisfied with your experience at this office or facility?	YES	NO

Circle YES or NO for the Following Questions:

Did the product or service meet your needs?	YES	NO
Were you satisfied with your experience at this office or facility?	YES	NO

Comments & Recommendations for Improvement (continue on reverse if necessary):

Comments & Recommendations for Improvement (continue on reverse if necessary):

If you would like a response, please circle "YES" and enter your name and contact information (phone number and/or your e-mail) below:

If you would like a response, please circle "YES" and enter your name and contact information (phone number and/or your e-mail) below:

Response Requested (YES/NO): _____
 Name: (optional) _____
 Phone: (optional) _____
 E-mail: (optional) _____
 Reference Number: (optional) _____

Response Requested (YES/NO): _____
 Name: (optional) _____
 Phone: (optional) _____
 E-mail: (optional) _____
 Reference Number: (optional) _____

Privacy Advisory: The information you provide will be used to improve our service. If provided, your contact information will only be used to respond to your request for information.

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Thank you for completing this card – your opinion is very important to us.

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