



DEPARTMENT OF THE ARMY
UNITED STATES ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, US ARMY GARRISON, PRESIDIO OF MONTEREY
1759 LEWIS ROAD, SUITE 210
MONTEREY, CA 93944-3223

REPLY TO
ATTENTION OF

IMWE-POM-ZA

AUG 30 2011

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Command Policy Memorandum #1, Interactive Customer Evaluation (ICE) Program

1. References:

a. U.S. Army Installation Management Agency Policy Memorandum #47, Implementation of the Interactive Customer Evaluation (ICE) System, 13 September 2006.

b. Department of Defense (DoD) Interactive Customer Evaluation (ICE) System Policy Memorandum, dated 31 July 2009.

2. Purpose: The purpose of this memorandum is to define the U.S. Army Garrison, Presidio of Monterey (USAG, POM) policy covering the deployment, administration and use of ICE.

3. Applicability: This policy governs USAG, POM's ICE Site (<http://ice.disa.mil>).

4. Description: ICE is a DoD web-based application for collecting and reporting customer feedback to determine customer satisfaction levels. The services that are provided by facilities can obtain suggestions to improve the quality of services to all constituent groups and identify issues that can affect their well-being. The system allows managers to collect customer satisfaction data in a timely manner and in a standardized format and to take immediate remedial actions, if necessary. Customers may provide their comments via hard copy at various locations at POM and Ord Military Community (OMC). Additionally, customers have the option to provide feedback electronically via the Internet from any location. ICE is the standard for all customer comment cards at POM and OMC service facilities.

5. Proponent: The proponent for this policy is the Plans, Analysis and Integration Office (PAIO). This policy supersedes the previous policy memorandum, dated 22 April 2009.

6. The point of contact for ICE is Steven R. Young, Chief, PAIO at (831) 242-6957 or steven.r.young@us.army.mil.

7. Roles and Responsibilities:

a. System Administration. The ICE system will be administered through a Site Administrator (SA) in PAIO in accordance with policies and procedures set forth by DoD.

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b. Data and Reports Access. The data on the customer comment cards may only be entered/changed by the Service Provider Manager (SPM) or SA. Reports are available to the SA, SPMs, reports-only managers and the Chain of Command as appropriate to their level within the organization.

c. SA. The responsibilities of the SA are as follows:

- (1) Maintain the ICE Site for POM and OMC.
- (2) Monitor the ICE Site for errors, out-dated information and consistency of service provider data.
- (3) Add/delete service providers and managers as required.
- (4) Troubleshoot user issues.
- (5) Forward unresolved issues to the appropriate Region ICE Site Manager for resolution.
- (6) Develop reports on service providers as needed to assist in maintaining quality service levels.
- (7) Promote the use of the ICE Site to improve service quality and timely customer service responses.
- (8) Train SPMs and other ICE users, such as those with reports only access, on ICE use.
- (9) Monitor email daily to review Site Comments. Enter actions taken at the "Site Comment" screen.

d. SPM. The responsibilities of the SPMs are as follows:

- (1) Monitor email daily to ensure customer comments are responded to within three working days (for customers who request a response). Response data must be entered in the ICE Manager Customer Follow-Up area of the automated card.
- (2) Resolve issues that may not require a customer response but may affect customer satisfaction if not resolved.
- (3) Ensure questions or event comments added to the service provider information areas are grammatically correct to obtain the desired results.

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

(5) Ensure service provider data is current.

(6) Promote the ICE Program to provide better customer service.

(7) Maintain sufficient ICE customer comment cards in service provider areas, making them available to customers. Hard copy card will mirror the standard comment card and should supplement the automated system where a kiosk is not available.

(8) Determine location, placement and security of hard copy ICE collection boxes.

c. Service Providers. Organizations at POM and OMC providing services and support will be included on the ICE System. Organizations may choose not to use the system for purposes of internal management; however, managers need to be aware that both Army and DoD officials will use ICE as an important tool for assessing their organization's performance.

8. Response Time. At a minimum, all interim responses will be provided within three working days from receipt of the card by the directorate or staff office.

a. Customer Follow-up. SPMs receive comment cards via e-mail. Where there is more than one designated service provider, SPM will coordinate with each other to determine who will take the necessary action. The SPM will record details of the response and subsequent actions in the customer follow-up section. All SPMs will have an alternate SPM that will be responsible for tracking ICE comments when the primary SPM is not available.

b. Site Comments. In the event that a customer sends a comment to the ICE Site and not to a specific service provider manager, the SA will inform the customer that the comment is being forwarded to a specific manager. The SA will then forward the comment to the appropriate manager for resolution and annotate the action taken at the "Site Comments" screen.

9. Marketing Plan. USAG, POM will coordinate with the Directorate of Family and Morale, Welfare & Recreation (DFMWR) organizations and outside organizations to include Army and Air Force Exchange Service (AAFES), Defense Commissary Agency (DeCA), concessionaires and vendors to provide feedback. Customers will be encouraged to comment on ICE Sites that are located at customer service locations.

a. ICE logo and links to ICE on all appropriate websites.

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- b. ICE posters at all customer service locations, prominently displayed in customer view.
10. Commanders and Directors will support ICE implementation in their organizations.



JOEL J. CLARK
COL, SF
Commanding

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