Frequently Asked Questions about the ICE Feedback System

Question 1: How private are the comments and information in the ICE system?

Answer: ICE comment card submissions are intended to be anonymous. The entry of information is optional and the submitter is not required to provide any contact information unless they request a response. If the submitter does not provide a valid telephone number or email address, the manager may not be able to respond to the submitter. ICE does not purposely track or log information (e.g. name, USERID, etc.) about the individual submitter except for the information that is given as contact information or as comments on the comment card by the submitter. The submitter is not required to login or otherwise identify themselves to ICE to submit a comment card.

Question 2: What are the main benefits of using the ICE system?

Answer: The ICE system is intended to enable the users (customers) of Department of Defense (DoD) services to contribute timely feedback (comments and/or ratings) about the product and services that they have utilized. ICE gives the customers at Fort Gordon a voice that goes directly to the service providers. It also furnishes leadership with data on service delivery and quality. ICE allows managers to benchmark the performance of their service providers against other organizations. Additionally, the system can be accessed from any computer with Internet access and is available 24 hours a day, 7 days a week.

Question 3: If a customer checks the "Response Requested" block is there any mechanism in place to ensure that the customer leaves contact information for the service provider?

Answer: The card is set up so that the system will not accept it unless there is a phone number or email in the block.

Question 4: Who is the person that is in charge of ICE at Fort Gordon?

Answer: The ICE Site Manager has been assigned the responsibility of administering the ICE system on Fort Gordon. The garrison's Plans, Analysis and Integration Office (PAIO) has oversight of the ICE system on Fort Gordon and the Gillem Enclave.

Question 5: Who sees the comments that are put on ICE?

Answer: Initially the service provider manager of the organization for which the comment was submitted will view the comment card. On a weekly basis an ICE report is prepared by the PAIO that is sent through the Garrison for review.

Question 6: If I do not leave my contact information (phone, email, etc.), how will I know my issue was resolved?

Answer: If a customer does not leave their contact information, they cannot personally be responded to; however, resolution to issues can be publicized in the local newspaper, newsletters, DFMWR functions, town hall meetings, and the CMS Website.

Question 7: If I leave contact information, when can I expect to receive a response to my issue or concern?

Answer: Barring any special circumstances, a customer can expect to receive a response within 72 hours (3 working days – holidays considered). In any customer service related organization, immediate feedback is the key to success. The intent of the ICE program is that it supports the Fort Gordon Leadership's goal in making the "Great Place a Better Place" in which to work, live, and play at. Customers want to know that their concerns are being heard and that action is taken in response to their concerns. The best way to do that is to provide feedback in a timely manner so the customer sees that their voice is being heard and that something is being done about their concern or at the very least, their concern is being addressed.

Question 8: How can I access the ICE system from a non-governmental computer?

Answer: In addition to the planned kiosks, there are several locations on Fort Gordon where you can access a computer if needed. These include the Woodworth Library, the Soldier and Family Assistance Center (SFAC), and Army Community Service (ACS). Garrison is also examining placement of ICE kiosks at the Gillem Enclave. Also, if you have a smart-phone, you can even scan the QR symbol found on the back of each comment card, the Customer Relationship Management website or on the *Gordon-BE HEARD!* posters found around the installation.