

# THE FORT HOOD CUSTOMER SERVICE NEWSLETTER

May 10, 2011

## FORT HOOD "THE GREAT PLACE" CUSTOMER SERVICE NEWSLETTER

MAY 2011

### 2010 ICE Feedback Analysis Report.....

Each year the Plans, Analysis and Integration Office (PAIO) conducts an ICE Feedback Report. The purpose of this report is to provide commanders with an analysis of the usage of the ICE Program as shown through the quantity of the comments and the effectiveness of the program as shown through satisfaction percentages and employee/staff attitude ratings.

The data used to compile this report was extracted from the DoD online Interactive Customer Evaluation (ICE) database. The CY2010 Usage Report reflects satisfaction ratings for both Garrison Directorates as well as those agencies external to the Garrison and provides an overall comment analysis.

The Garrison alone has increased the effectiveness of the ICE Program with a 466% increase in the total number of comments submitted from 2007 to 2010.

#### Positive Findings:

Effectiveness, as defined by DoD and IMCOM standards is shown by a Green, Amber, Red rating system (Green: 85-100%; Amber: 65-84%; and Red: 0-64%). The data in this year's report shows a satisfaction rating of 94% for 2010, up from 92% the previous year, with a 30% increase in total comments submitted from 2009 to 2010.

Our current satisfaction levels, coupled with an employee/staff attitude rating of 4.71 out of 5.00 exemplifies our effective feedback program that supports the Garrison's

core function of providing service and support to the Soldiers, Families, and civilians within the Fort Hood community, as stated in the Garrison Commander's Command Philosophy.

One of the most important aspects of customer service is being responsive back to the customer. In 2009, IMCOM established a customer responsiveness rating of 15% or less as the standard graded for the Army Communities of Excellence (ACOE). The Garrison proved this to be important as we were at only 1% in the "Response Requested" category for CY2010.

Satisfaction Percentages by Directorate Level show that 7 of the 13 directorate level organizations fell in the green satisfaction rating, representing 77% of the total comments submitted for all of Fort Hood.

#### Negative Findings:

##### **Overall customer service:**

Satisfaction percentages are helpful; however, the text comments paint a more accurate picture. Comments suggest that there is still a lot of work needed in the area of customer service, more specifically treating customers with dignity and respect, making them feel they are important.

##### **Customer perceptions:**

Comments also suggest there is still a lot of work to be done in the area of changing customer perceptions. One prominent perception is that we provide services to a "captive audience" and the customer service provided is based on the fact that customers have no place else to go to receive specific services.



#### **Satisfaction Percentages by Directorate Level:**

Although 6 of the 13 directorate level organizations fell in the amber and red satisfaction rating, the total number of comments for these organizations represented only 6% of the total comments submitted for all of Fort Hood.

The data compiled in this report shows that external agencies outside of the Garrison (such as AAFES, DeCA, DENTAC, MEDDAC and Vet Services) represent only 14% of the total feedback for Fort Hood. It's important to note that both AAFES and CRDAMC use other feedback mechanisms as well; therefore, ICE is not totally capturing a clear picture of their customer service.

The following recommendations were provided as a means to maintain or improve upon current customer satisfaction levels, as well as to change public perception in regards to how important customers think they are by the service providers:

1. Increase promotion and visibility of the ICE Program across the Garrison as well as from agencies external to the Garrison.

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# THE FORT HOOD CUSTOMER SERVICE NEWSLETTER

May 10, 2011

2. Increase communication with customer base through follow-ups, not just specifically via the ICE System. Periodic phone calls and emails to customers to simply ask if there is anything they need can go a long way.

3. Continue to improve on the importance of customer service relationships through attendance to the Employee Customer Service Training Course as well as the Civilian Leadership Development Course. Additional emphasis should be placed on treating our customers like they are the most important thing going on at the time – because they are!

4. The importance of the ICE Program as an effective feedback mechanism needs to be emphasized by the directorate leadership and pushed down to the lowest level. If there is no real emphasis at the top, there will be no real emphasis at the bottom.

In conclusion, the feedback we receive from the ICE Program shows that in most cases we are providing the necessary products and services that our Soldiers, Families and civilians deserve. With a little more emphasis in personalizing our customer service efforts, Fort Hood as the “Great Place” can be known as a “Place that is working towards being Greater!”

Source: 2010 ICE Analysis Report, by Dale Cowan



## Interactive Customer Evaluation (ICE) Awards and Recognition Program.

The ICE Awards Program is designed to promote the use of the ICE system as well as promote healthy competition across Fort Hood.

Each directorate/organization /agency on the Fort Hood ICE System is encouraged to incorporate ICE satisfaction and individual recognition into their existing employee recognition/awards programs to recognize outstanding service provider customer service.

### QUARTERLY RECOGNITION (3 categories):

1. **“Customer Service Warrior” (CSW) Award:** A Certificate of Achievement (COA) is given to a Soldier or Army civilian. This award is in recognition of sustained outstanding customer service, or one-time service that went “beyond the call of customer service duty” (but within acceptable limits of the person’s assignment/responsibility).

**Nomination:** CSW award candidates must be nominated by a manager/commander within their organization or chain of command. Candidates must serve for/within an organization identified as a service provider in the Fort Hood ICE system. Nominations must be made on an ICE Award Nomination Form and submitted to the Fort Hood Customer Service Officer (CSO).

Nominations can be sent via email to [dale.cowan@conus.army.mil](mailto:dale.cowan@conus.army.mil) or hand carried to the PAIO Office on the 3<sup>rd</sup> floor, III Corps Bldg, RM W317, next to the Garrison Commander’s Office. Call 254-288-6260 for more information.



*Cool Yourself Down and Put IT on ICE TODAY!*

**Decision:** The CSO will collect ICE award nomination forms and present them to an ICE awards committee, which will consist of three members, selected at the discretion of the PAIO director. Each member of the ICE awards committee will score each nomination by a predetermined value rating system and these scores totaled per nominee. The three highest scoring nominees will be awarded the CSW award. Anonymous ICE comment cards will not be used in consideration of CSW awards. Nominations will be vetted within each nominee’s organizational chain/chain of command.

2. **“Directorate” Award:** A Certificate of Achievement (COA) is given to a selected directorate or other “large” organization (or “large” subdivision of a directorate) which have achieved at least a 90% or above satisfaction rating and a “staff/employee attitude” rating of 4.25 or higher in the Fort Hood ICE system for the quarter.

**Nominations:** Nominations will be identified by the CSO from existing ICE system data. Nominees must be listed among the service providers in the Fort Hood ICE system for the preceding quarter. A nomination packet will be sent to those directorates who qualify.

(cont on next page)

# THE FORT HOOD CUSTOMER SERVICE NEWSLETTER

May 10, 2011

**Decision:** Each fiscal quarter, the CSO will present a list of all award nominees (service providers) to the ICE awards committee for consideration. Each member of the ICE awards committee will score each nomination by a predetermined rating system and these scores totaled per nominee. The highest scoring nominee will be awarded the "Directorate Award." Awardees may only receive one such award per calendar year. The garrison commander may issue more than one award per quarter as appropriate.

3. **"Service Provider Achievement" Award:** A Certificate of Achievement (COA) is given to a "shop" or "small" unit of a larger organization/command, or "small" single service provider, which has achieved at least a 90% satisfaction rating and a "staff/employee attitude" rating of 4.25 or higher in the Fort Hood ICE system for the preceding quarter.

**Nomination:** Nominations will be identified by the CSO from existing ICE system data. Nominees must be listed among the service providers in the Fort Hood ICE system. A nomination packet will be sent to those who qualify.

**Decision:** Each fiscal quarter, the CSO will present a list of all award nominees (organizations) to the ICE awards committee for consideration. Each member of the ICE awards committee will score each nomination by a predetermined rating system and these scores totaled per nominee. The three highest scoring nominees will be awarded the "Service Provider Achievement Award." Awardees may only receive one such award per calendar year. The garrison commander may issue more than three awards per quarter as appropriate.

## 2<sup>nd</sup> QTR, FY11 ICE Award Winners.....

Congratulations to the organizations and individuals below who have been selected as winners for the 2nd Qtr/FY11 ICE Awards. Awards will be presented at the Hood Hero Awards Ceremony, which is scheduled for 19 May 2011, from 1130 to 1300 at Club Hood, Grande Ballroom.

**TOP DIRECTORATE:** No nominations received.

**TOP SERVICE PROVIDERS** (no particular order):

1. DHR - ID Cards Office
2. Legal - MEB Outreach Counsel Office
3. DHR - Military Personnel Center

**TOP "WARRIOR" AWARDS** (no particular order):

1. Vickie P. Kuk of Legal, Medical Evaluation Board Counsel Office
2. Dorlean Washington of DOL, Transportation, Deployment Section
3. Jason Johnson of Family and MWR, School Liaison Office



## Accessing the Fort Hood ICE Website.....

The following information is provided to assist customers in accessing the Fort Hood ICE Site. Please read the Privacy Advisory below before accessing the site.

**STEP #1:** Access the ICE Site using the following web site address: <https://ice.disa.mil>. Once you arrive at the main ICE web page, click on "CONUS" underneath "Army" on the left hand side.

**STEP #2:** Scroll down until you see "Fort Hood" and click on "Fort Hood."

**STEP #3:** This will bring you to the Fort Hood main ICE Site page. From there, to find a service provider you wish to rate, click on the service category below that best describes the service/product, enter the name or location in the service provider search field at the top right of the page and click the "Go" button or scroll down to "[Show all](#) the service providers for Ft Hood" and click on "Show All."

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# THE FORT HOOD CUSTOMER SERVICE NEWSLETTER

May 10, 2011

**STEP #4:** You can now select from the list of service providers to submit your comment.

## **Eight Rules for Good Customer Service.....**

### **1) Answer your phone.**

Get call forwarding. Or an answering service. [Hire staff](#) if you need to. But make sure that someone is picking up the phone when someone calls your business. (Notice I say "someone". People who call want to talk to a live person, not a fake "recorded robot".)

### **2) Don't make promises unless you will keep them.**

Not plan to keep them. Will keep them. Reliability is one of the keys to any good relationship, and good customer service is no exception. If you say, "Your new bedroom furniture will be delivered on Tuesday", make sure it is delivered on Tuesday. Otherwise, don't say it. The same rule applies to client appointments, deadlines, etc.. Think before you give any promise - because nothing annoys customers more than a broken one.

### **3) Listen to your customers.**

Is there anything more exasperating than telling someone what you want or what your problem is and then discovering that that person hasn't been paying attention and needs to have it explained again? From a customer's point of view, I doubt it. Can the sales pitches and the product babble? Let your customer talk and show him that you are listening by making the appropriate responses, such as suggesting how to solve the problem.

### **4) Deal with complaints.**

No one likes hearing complaints, and many of us have developed a reflex shrug, saying, "You can't please all the people all the time". Maybe not, but if you give the complaint your attention, you may be able to please this one person this one time - and position your business to reap the benefits of good customer service.

### **5) Be helpful - even if there's no immediate profit in it.**

The other day I popped into a local watch shop because I had lost the small piece that clips the pieces of my watch band together. When I explained the problem, the proprietor said that he thought he might have one lying around. He found it, attached it to my watch band - and charged me nothing! Where do you think I'll go when I need a new watch band or even a new watch? And how many people do you think I've told this story to?

### **6) Train your staff (if you have any) to be always helpful, courteous, and knowledgeable.**

Do it yourself or hire someone to train them. Talk to them about good customer service and what it is (and isn't) regularly. Most importantly, give every member of your staff enough information and power to make those small customer-pleasing decisions, so he never has to say, "I don't know, but so-and-so will be back at..."

### **7) Take the extra step.**

For instance, if someone walks into your store and asks you to help them find something, don't just say, "It's in Aisle 3". Lead the customer to the item. Better yet, wait and see if he has questions about it, or further needs. Whatever the extra step may

be, if you want to provide good customer service, take it. They may not say so to you, but people notice when people make an extra effort and will tell other people.

### **8) Throw in something extra.**

Whether it's a coupon for a future discount, additional information on how to use the product, or a genuine smile, people love to get more than they thought they were getting. And don't think that a gesture has to be large to be effective. The local art framer that we use attaches a package of picture hangers to every picture he frames. A small thing, but so appreciated.

If you apply these eight simple rules consistently, your business will become known for its good customer service. And the best part? The irony of good customer service is that over time it will bring in more new customers than promotions and price slashing ever did!



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