

Question: 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: Can the information on ICE be used for other purposes?

Answer: 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 that organization provides, conducting employee surveys, conducting organizational assessments, rating or ranking employees, determining salary and employment actions, or determining contact compliance.

Question: Who are service provider managers?

Answer: They are the individuals that respond directly to the customer. They are considered the SMEs (Subject Matter Experts) for the specific service provider comments are addressed to. They must be customer friendly and should have attended some sort of customer service training. They must possess the ability to get to the root of the issue and provide resolution to the customer or provide a reason why resolution cannot be reached.

Question: Who sees the comments that are submitted on the ICE System?

Answer: Each week an ICE report is prepared by the Customer Service Officer and sent through the Garrison Commander to the Installation Commander for review. The weekly ICE reports are reviewed only by these two commanders, their respective deputies, and the Garrison and Installation Command Sergeant’s Major. The comments are also reviewed by the Inspector General’s Office to identify specific trends and systemic issues that may need their attention.

Question: Why is there a requirement to respond to comments within 72 hours/3 working days?

Answer: In any customer service related organization, immediate feedback is the key to success. 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.



**Where the  
*Voice of the Customer*  
Counts!**



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Customer Relationship Management (CRM)  
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The Interactive Customer Evaluation (ICE) system is a web based set of tools for collecting customer feedback from authorized DoD users via online comment cards. The feedback is provided for services supplied by various organizations throughout the Fort Hood footprint as well as other Department of Defense (DoD) locations. On Fort Hood, the Customer Service Officer serves as the site administrator of the ICE Program, which is a feedback mechanism used to communicate issues of concern from the customer to the service provider, agency, or directorate who has the ability to address the customer's issues. ICE falls under the umbrella of the Customer Relationship Management (CRM) Program. The ICE system allows customers to submit online comment cards to rate the service providers they have encountered at Fort Hood as well as other military installations and related facilities around the world.

The purpose of the ICE system is to enable DoD and IMCOM organizations to collect comments about the products and services that they offer, so that those services and products may be improved upon to meet customer expectations. The main purpose of the ICE system is to determine the customer satisfaction level of the services within a location or organization. ICE allows the exchange of concerns, statements, and recommendations between the individual user and the service provider managers.

All of the ICE standard questions are designed to provide insight into overall customer satisfaction. The overall satisfaction is designed to rate the customer's total customer service experience. The results of these questions are used to determine the satisfaction percentage displayed on various reports. The overall satisfaction also determines whether or not a service provider manager receives a satisfied or dissatisfied comment card submission e-mail from ICE.

Comments received from various forums are entered into the database so that all issues are recorded and tracked. ICE hard card comment boxes, ICE Business Cards, and ICE Kiosks are set up at high traffic and other customer points of service throughout Fort Hood to encourage customers to provide feedback in regards to their customer service experience.

Under the IMCOM CRM Program, data is gathered and an analysis is conducted to make metrics available for leadership and service providers to use. As the Installation ICE Site Manager, the Customer Service Officer (CSO) tracks activity on the ICE system and works with program managers and constituent groups to identify trends that are reported to the Garrison and Senior Level Commander as well as directorates and those agencies external to the Garrison command such as AAFES, dental and hospital facilities, and the commissaries. Issues that impact a group as a whole and cannot be managed at the program manager level will be elevated as a potential issue for consideration (through the AFAP Program) by a Focus Group comprised of different categories of folks (such as Single Soldiers, Married Soldiers, Family Members, etc.), or forwarded up to Garrison or regional leadership.

The Internet link to reach the ICE system is: <https://ice.disa.mil>. Under Army, click on "CONUS" and then scroll down to Fort Hood. This will bring the customer to a page where they can select a specific service provider. Scroll down to "Show All" and click on the service provider needed. If the service provider is not listed, a comment can be submitted to the service provider titled "Service Provider Not Listed." The ICE site manager will ensure the comment gets to the appropriate service provider manager or agency.

## **FREQUENTLY ASKED QUESTIONS**

Question: 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. The customer is not required to provide any contact information unless they request a response. If the customer does not provide a valid telephone number or email address, the manager will not be able to respond to the customer. ICE does not purposely track or log information (e.g. name, user ID, etc.) about the individual customer except for the information that is given as contact information or as comments on the comment card by the customer. The customer is not required to login or otherwise identify themselves to ICE to submit a comment card.

