

ICE FREQUENTLY ASKED QUESTIONS AND ANSWERS

(Updated 25 January 2010)

1. 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 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.

2. Question: 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 IMCOM installations 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 their 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.

3. 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.

4. Question: Does ICE require the password to be changed periodically?

Answer: ICE does not require you to change your password periodically at this time. It is a good policy to require that passwords be changed periodically and ICE is considering implementing a system that would require passwords to be changed periodically.

5. Question: Is there a note anywhere on the customer comment card that let's the customer know that if they choose to leave their contact information will not be made public?

Answer: There is nothing on the Comment Card at this time that communicates what will be done with a customer's contact information. It is a good idea to let the customer know that their information will not be released, but will be utilized to make contact with the customer only.

6. Question: Who is the person that is in charge of ICE at my location?

Answer: The ICE Site Manager has been assigned the responsibility of administering the ICE system at your installation. This person is the Customer Service Officer (CSO), assigned to the Plans, Analysis, and Integration Office of the Garrison. **Fort Hood Customer Service Officer, 254-288-6260 or email at hood.pao.cms@conus.army.mil.**

7. 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.

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8. **Question:** How important are the service provider managers?

Answer: They are extremely important as they are the individual(s) 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 it's a good idea that they 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.

9. **Question:** Who sees the comments that are put on ICE?

Answer: Each week an ICE report is prepared by the CSO that is 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.

10. **Question:** Why am I required to respond to ICE comments for customers that do not leave their contact information and how do I respond if the customer will not see the comments?

Answer: The commanding general reads every comment that's posted on ICE. He is interested in the content of the comment (the underlining issue) and what actions the service providers are taking to address the issue(s). Even if contact information is not left, the CG still needs to see how the service provider is addressing the issues brought up through the ICE system. ICE is a database that can be referred back to when the need arises to quarry specific reports or show trends. Failing to respond to the customer is not an option in the CGs mind. An example of a response to a comment from a customer that did not leave contact information might be as follows: "Customer did not leave contact information; however, we are taking the following action(s): address the issue/concern or why the issue/concern cannot be addressed. Quote standard office procedures, regulations, policy letters, etc. to support your answer. Including the 5 Ws as they apply will usually satisfy the leadership in regards to the appropriate response.

11. **Question:** Why are we required to respond to comments within 72 hours/3 working days?

Answer: 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 Hood 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.

12. **Question:** How should I be promoting the use of the ICE system?

Answer: There are two primary means for the customers to provide an ICE comment: hard copy and online. The preferred method is for the customer to go online from any computer with Internet access and provide their comments. The online method prevents a service provider manager from having to input the comment card themselves. Service providers should be promoting the online method of submitting a comment. Eventually, we will have ICE kiosks strategically placed around the installation.

13. **Question:** How do I input multiple comment cards from customers on the same computer terminal on the same day?

Answer: ICE managers are required to submit the hard copy customer comment cards manually on the ICE system as if they were the customer. Managers can use the multiple submission mode for

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situations that require multiple submissions to the same service provider. This option is available from your ICE administration screen menu in your Service Provider Manager context. Just indicate on each submission input that this was submitted from a paper card. The steps are listed in the user manual under Help on ICE. Refer to task 8 of the ICE Service Provider Training Manual.

14. Question: Am I required to use the ICE Comment card produced from the Plans, Analysis, and Integration Office?

Answer: Service provider comment cards (hard copy) can be modified to meet the needs of the service providers; however, online, there are five ICE mandated questions that cannot be altered or deleted. Service providers do not have to come to the PAIO to obtain ICE comment cards. They can order their own. DAPS has the original comment card on file.

15. Question: Who is responsible for inputting the hard copy ICE cards to the online system?

Answer: The ultimate responsibility is the Service Provider manager; however, they can designate someone to input the ICE cards as long as the cards are responded to within the established 72 hours.

16. Question: If someone from the individual service provider is inputting the ICE cards, isn't there a chance that negative ICE comment cards will be discarded and not put into the ICE system?

Answer: IAW the Garrison ICE Policy Letter, ICE Service Provider Managers cannot be the same person that inputs the comment cards. Directorates are supposed to identify someone that is neutral to the organization and does not have a vested interest in the area of customer service.

17. Question: How long should I keep the hard copy ICE cards once they are inputted into the online ICE system?

Answer: The answer will depend on the individual service provider policy for record's keeping. There is no real need to maintain hard copy ICE comment cards once they have been put into the system as they become a permanent part of ICE records.

18. Question: What do I do if I get an ICE comment card that does not apply to us as a service provider?

Answer: For hard copy ICE comment cards, you can go ahead and input them or forward them to the appropriate service provider office. If you get an email from ICE stating that you have received an ICE comment and that comment does not apply to you, contact the Fort Hood CSO and he will investigate and move the comment if necessary. In some instances, comments can be deleted from off the system if they are duplicate or do not apply to customer service related issues.