

IMHD-PI

SUBJECT: Interactive Customer Evaluation (ICE) Feedback Analysis Report (1QFY12)

Purpose: To provide an analysis of the effectiveness of the ICE Program for 1QFY12 as shown through the usage rates, satisfaction percentages and employee/staff attitude ratings.

1. Data used to compile this report was extracted from the DoD online ICE database and reflects satisfaction ratings for Garrison and non-Garrison agencies. The report includes an overall analysis of 5,646 customer comments submitted.
2. The Garrison has maintained the effectiveness of the ICE Program; however, there was a 13% decrease in the number of comments submitted from 4QFY11 to 1QFY12 (Tab A) for all of Fort Hood. There was a 25% decrease in the number of comments submitted from 4QFY11 to 1QFY12 for the Garrison. Although the Thanksgiving and Christmas holiday periods had somewhat of an effect on the decrease in the feedback, the decrease in itself is pretty significant. Either our customers are happy with the services we provide and are not telling us or we are not doing an effective job at soliciting feedback from our customers.

a. Positive Findings:

1) The ICE Program continues to grow in the use of the program and participation from external agencies, specifically CRDAMC, who continues to grow in amount of feedback as well as their overall customer satisfaction rating.

2) Of the total Garrison Directorate feedback received, DPTMS contributed 35%. Additionally, DHR, DOL, Family and MWR and DPW represented 32% of the total Garrison feedback. All of the ISOs combined represented >1% of the total feedback.

3) Of the "Big Five" directorates, three are in the green (85% -100%) for a satisfaction rating; Family and MWR and DPW are in the Amber; this remains unchanged from the last quarter report. Family and MWR dropped to 77% (an 8% decrease from last quarter). DPW also dropped 3% in their satisfaction rating from last quarter.

4) 89% of the total comments submitted for Fort Hood overall this quarter were positive in nature, up from 86% shown in last quarter). The Garrison received a 91% satisfaction rating, up 2% from last quarter. Although the total amount of comment cards received has dropped, the customer satisfaction and employee/staff attitude ratings continue to show that our customers are overall happy with the products and services we provide across the installation.

b. Negative Findings:

1) There are many issues submitted by customers that are in fact valid issues; however, when the customer fails to leave contact information, it is fairly difficult to obtain the necessary facts related to their issue(s) so that managers can effectively address their concerns. The ICE Program is designed to be an anonymous feedback process, which makes it difficult to address and resolve issues if the customer does not provide contact information.

2) There has been a noticeable amount of negative feedback related to the service and availability of food products at the dining facilities. Either there have been significant changes in the operation of the installation dining facilities or Soldiers are becoming aware of the ICE System as a customer service related feedback system.

3) Another noticeable trend is that a noticeable number of managers are not taking their duties seriously in regards to responding back to the customers in a timely manner as well as addressing their customer's issues. The Fort Hood Customer Service Officer continues to deal with these situations as they arise and has been forwarding certain occurrences up to and through the Garrison Command to the specific organizations.

3. Comments regarding participation of agencies external to the Garrison: CRDAMC has increased their participation in ICE substantially, with a noted increase in the number of feedback received as well as an increase in their customer satisfaction levels. Over the last quarter, CRDAMC's feedback represented 35% of the total feedback received by the Garrison. During some of the weekly reports, their feedback almost matched that of the garrison.

4. The Garrison will continue to promote the ICE Program using periodic articles in the Sentinel, monthly newsletters and commander updates with senior leaders. During this quarter's Commander's Update Brief, last quarter's analysis was briefed to all commanders that attended.

5. Conclusion: Overall, Fort Hood continues to provide excellent customer service to our Soldiers and their Family members; however, across the board, all agencies that provide services to our customers (Soldiers, Family members and civilians) need to be reminded of the importance of servicing these customers and addressing their issues in a timely manner. The services we provide to our customers directly impact our Soldier's individual combat readiness and that of the unit as well. We exist for one reason and that's to take care of our customers. When we lose sight of that, we have lost sight of our very existence.

AUTHENTICATION: Mr. Dale W. Cowan

DATE: 19 January 2012