

IMHD-PI

SUBJECT: Interactive Customer Evaluation (ICE) Feedback Analysis Report (2QFY12)

Purpose: To provide an analysis of the effectiveness of the ICE Program for 2QFY12 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 the Garrison as well as agencies external to the Garrison. The report includes an overall analysis of 7,027 customer comments received from customers who commented on 279 services across Fort Hood. The data contained in this report was extracted, compiled and analyzed by the Fort Hood Customer Service Officer and reviewed/approved by the PAIO Chief, to be made available to both the Garrison and III Corps Commander's review.
2. Fort Hood continues to maintain the effectiveness of the ICE Program as seen by a 20% increase in feedback received across the installation from 1QFY12 to 2QFY12 (Tab A). There was a 29% increase in the number of comments submitted from 1QFY12 to 2QFY12 for Garrison service providers. Although our overall customer satisfaction ratings have remained constant, the quantity of feedback received has been the biggest jump from any previous quarters analyzed.

**a. Positive Findings:**

- 1) Although the customer satisfaction rating for CRDAMC decreased by 7%, the quantity of their feedback has remained constant over the last three quarters.
- 2) Of the total Garrison Directorate feedback received, the Big Five Directorates collectively (DHR, DPW, DPTMS, DFMWR, and DOL) achieved an 89% customer service satisfaction average. This is a first time achievement from any of the previous quarters' analysis.
- 3) Of the Big Five directorates DHR, DPTMS and DOL are in the green (85% -100%) for a satisfaction rating. DFMWR and DPW are in the Amber, which remains consistent with the two previous analyses conducted. The consistency indicates the level of service has remained constant over the last three quarters.
- 4) Although the number of positive comments from across the installation decreased from 89% last quarter to 88% this quarter, the reduction of 1% is insignificant as we remain in the "Green" status. The Garrison received a 92% satisfaction rating, up 1% from last quarter. What's really significant is that the total amount of comment cards received increased and as shown in previous quarters' analysis, 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 Fort Hood.

**b. Negative Findings:**

1) Based on the amount of time spent talking with CRDAMC managers on the phone and through email, it is apparent that there are many instances where ICE Managers are assigned duties as managers without any prior training, knowledge or understanding of the ICE System or its usefulness as an immediate feedback process. The Fort Hood Customer Service Officer offers formal training every other month, changed from offering it monthly because of the lack of participation to justify reserving an entire classroom for an afternoon.

2) The closure of DFACs and changes to operating hours for some DFACs has spurred significant negative feedback. The availability of certain food items as well as condiments has been an item of interest for customers submitting feedback for the DFACs.

3) A trend identified in last quarter's analysis indicates that there is still a problem with some CRDAMC service provider managers responding back to their customers in a timely manner or appropriately addressing their concerns. This is identified each week in the weekly customer comment report.

**3. Comments regarding participation of agencies external to the Garrison:** CRDAMC has maintained a steady level of feedback received as well as how they are rated in their customer satisfaction levels and Employee/Staff Attitude ratings. Over the last quarter, CRDAMC's feedback represented 31% of the total feedback received by the Garrison, down 4% from last quarter. All other agencies external to the garrison only represents less than 1% of the total installation feedback.

4. The Garrison will continue to promote the ICE Program using all available social media venues. PAIO now has a Customer Service Face Book account where community members can find various customer service related articles and information, at this URL: (<http://www.facebook.com/#!/pages/Fort-Hood-Customer-Service-Office-PAIO-USAG-Fort-Hood/118426444845921>). PAIO also publishes a monthly customer service newsletter, which highlights monthly articles and information that might be helpful to those who provide a service to our customers. The customer service newsletter is digitally sent to all ICE Service Provider Account Managers across the installation.

5. Conclusion: Although there is always room for improvement, the services we provide to our customer base (Soldiers and their Family members) remains constant and consistent, as shown by our continued high customer satisfaction rating. There are always going to be those few services that, by virtue of the services provided, are not ordinarily going to receive high customer satisfaction ratings. Nevertheless, these services are still important and critical to maintaining a balanced level of service to those we support on a daily basis.

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