

IMWE-HOD-PAI

SUBJECT: Interactive Customer Evaluation (ICE) Feedback Analysis Report (3QFY11)

Purpose: To provide an analysis of the effectiveness of the ICE Program for 3QFY11 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 6,762 customer comments submitted.
2. The Garrison has increased the effectiveness of the ICE Program with a 14% increase in the number of comments submitted from 2QFY11 to 3QFY11 (Tab A).

**a. Positive Findings:**

1) The ICE Program continues to grow in the use of the program and participation from external agencies (MEDDAC, DENTAC, DeCA, and Vet Services). The Women, Infants and Children (WIC) Program and Chili's are new participants to the ICE program.

2) There are many service providers who do an excellent job in promoting the ICE Program as an effective customer feedback tool, most of which are from three of the top five directorates (Family and MWR, DPW, DPTMS, DHR and DOL). CRDAMC increased their promotion and use of the ICE Program. CRDAMC has stopped using "Strive for Five" (CRDAMC customer service feedback program) and have directed that feedback to the ICE Program.

3) Of the "Big Five" directorates, all but one (Family and MWR) are in the green (85% - 100%) for a satisfaction rating. Family and MWR are at 81% and have steadily increased their satisfaction rating over the past year.

4) 89% of the total comments submitted for the installation this quarter were positive in nature. There seems to be a trend that ranges from 89%-91% consistently.

5) The overall Garrison and Installation satisfaction ratings (92% and 88% respectively) are down from the 3<sup>rd</sup> QTR of last year; however, we are still maintaining a relatively high satisfaction rating, which tells us that our customers are primarily happy with the products and services we provide.

6) On-Post Housing, Maintenance Division has stepped up their collection efforts for customer service feedback from housing customers. They receive a substantial amount of feedback, with the majority of the positive comments relating to the efficiency of the technicians.

**b. Negative Findings:**

1) 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. Resolution becomes even more complicated when all the information related to the situation is not stated in the ICE Comment. This trend has remained consistent throughout the quarter.

2) ICE is designed to be a feedback program for customer service related issues only. We continue to receive comments that are not related to customer service (Garrison Policies and command related issues). These issues are important and are forwarded to the appropriate level for situational awareness, but not addressed through the ICE Program.

3) Some service providers receive very little feedback, as indicated in TAB A. It appears these service providers do not promote the ICE Program and are not effective at soliciting feedback. Previous data shows that an organization that promotes the use of the ICE Program and solicits customer service feedback will get the feedback they desire.

4) The recent increase in force protection has generated negative comments due to the shift of manpower to enforce entry control at most locations on Fort Hood. ICE also received a large number of comments related to the closure of the Computer Lab in the Education Center, fortunately that was quickly rectified and the computer lab reopened.

5) There was a substantial amount of negative feedback to some of the housing areas, stemming from a variety of different maintenance issues. Evidence points to the fact that housing is doing everything within their capability to address these maintenance issues as effectively and as promptly as they can.

**3. Comments regarding participation of agencies external to the Garrison:** AAFES and DeCA provide a service to a large number of our customers, especially Family members. Neither organization promotes the ICE Program. AAFES manages their ICE Comments from the regional office and provides their feedback each week. DeCA has expressed a desire to pull out of ICE altogether; however, this has not yet happened. Both organizations have their own feedback programs; however, they are not visible to the Garrison or Senior Commander. Until these organizations come on line with the ICE Program, we will not obtain a clear picture of their customer service.

4. The following recommendations are provided to maintain or improve current customer satisfaction levels:

a. Continue to promote the ICE Program using Phantom Distro, the Sentinel, monthly newsletters, periodic customer service training (Family and MWR and the Civilian Leadership Development Program) and commander updates with senior leaders.

b. Promote a Customer Service Incentivization Program designed to educate customer service representatives on the importance of customer service related feedback.

5. Conclusion: Overall, Fort Hood continues to provide excellent customer service; however, we are not receiving the feedback necessary to paint a complete customer service picture (the ICE System doesn't give us complete visibility of essential installation services, such as AAFES and DeCA or many other Garrison service providers). With more emphasis on the importance and use of this ICE Program, we can gain a better understanding of customer expectations in order to provide priority services during this time of limited funding.

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DATE: 28 JUL 11