

IMHD-PI

SUBJECT: Interactive Customer Evaluation (ICE) Feedback Analysis Report (3QFY12)

Purpose: To provide an analysis of the effectiveness of the ICE Program for 3QFY12 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 10,933 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 for the Garrison and III Corps Commander as well as all Garrison ISOs/ISDs.

2. Fort Hood continues to maintain an effective ICE Program as seen by a 36% increase in feedback received across the installation from 2QFY12 to 3QFY12 (Tab A). There was a 17% **decrease** in the number of Garrison comments received from 2QFY12 to 3QFY12. Our overall customer satisfaction ratings have remained constant (88% for all of Fort Hood and 92% for the Garrison) and the quantity of feedback received for all of Fort Hood has been the biggest jump from the two previous quarters analyzed.

a. Positive Findings:

1) Of the total Garrison Directorate feedback received, the Big Five Directorates collectively (DHR, DPW, DPTMS, DFMWR, and DOL) achieved an 83% customer service satisfaction rating (average). Although this is a 6% decrease from the previous quarter, it's still a very significant achievement.

2) Of the Big Five directorates, DHR, DPTMS and DOL are in the green (85% - 100%) for a satisfaction rating, which has been consistent with the past two quarters. DFMWR and DPW are in the Amber, which also remains consistent with the two previous analyses conducted. The consistency indicates the level of service has remained constant over the last three quarters.

3) The Garrison received a 92% satisfaction rating again this quarter, for the second quarter in a row. The real significance is that the total amount of comment cards received for the Garrison decreased, while total comment cards for CRDAMC drastically increased and yet we remain at a the same level of customer satisfaction compared to previous quarters. The customer satisfaction and employee/staff attitude ratings are stable and constant, which shows that our customers are overall happy with the products and services we provide across Fort Hood.

4) The customer satisfaction rating for CRDAMC increased from 79% to 92% from last quarter, a jump of 13%. CRDAMC's ICE program continues to grow, indicating that they are doing an extremely effective job of promoting their program.

b. Negative Findings:

1) A trend identified in last quarter's analysis continues to show that there is still a problem with a significant amount of service provider managers responding back to their customers in a timely manner. The standard is to respond back to the customer who leaves contact information within 3-business days. The contact must also be annotated in the ICE system as this is the only way we know the manager has made contact with the customer (identified each week in the weekly customer comment report). In some instances, the customer is contacted, but the manager fails to close the loop in the ICE System. Emails are sent throughout the week to remind managers that there is an incomplete comment; however, this does not seem to impact managers meeting the response standard.

2) Although the customer satisfaction rating for CRDAMC increased, the quality of their responses has decreased. There have been many instances where the manager responses do not answer or appropriately address the customer's comments. In some cases the responses appear to be generic in nature, with managers inputting the same response for comments regardless of what the customer's issues were. This may be due to the addition of many CRDAMC managers that are new to the program. Attendance to the ICE Service Provider Manager's Training may rectify this situation.

3) The Garrison's total amount of feedback received for this quarter dropped by 17%, which equates to 804 fewer comments this quarter compared to last quarter. There has not been any significant change to service providers or the Garrison ICE service provider structure to substantiate this decrease in feedback.

3. IMCOM has produced a new Interactive Customer Evaluation (ICE) Policy Letter, which includes some significant changes in the management of the online comment cards. In addition, some new promotional material has been published that will be shared with all service provider managers.

4. PAIO will continue to promote the ICE Program using all available social media venues, such as our Face Book account (where community members can find various customer service related articles and information) as well as a monthly customer service newsletter (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. In addition, the ICE Service Provider Manager training class will continue to be given to educate new managers.

5. Conclusion:

a. Fort Hood continues to maintain a high customer satisfaction rating across the installation, as shown over the first three quarters of this FY. Providing quality services to our customers is important, but equally important is the quality of customer service we give while providing the service. The overall analysis this quarter is that we may have lost sight of the importance of giving our customers the attention they deserve, which is critical to maintaining a customer service balance. Responding appropriately to our customer's needs and responding to our customers in a timely manner is something we cannot afford to become lackadaisical about.

b. To mitigate the findings of this analysis and increase awareness and importance of maintaining a positive customer service relationship, the following action will be taken:

1) Increase awareness of the importance of our relationship with the customer, how we respond to them, and how all of this relates to closing the loop of comments through the bi-monthly ICE Manager Training Class, monthly newsletter and face book.

2) Coordinate with the CRDAMC Customer Service Representative to schedule a Customer Service Training Class for all CRDAMC Customer Service Representatives. This training session will focus specifically on the relationship of the Customer Service Representative and the customer (face-to-face, email, and on the phone).

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