DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT HOOD
FORT HOOD, TEXAS 76544-5000

REPLY TO
ATTENTION OF

GARRISON POLICY
PAIO - 02

IMWE-HOD-PAI

DEC 3 0 2009

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: United States Army Garrison, Fort Hood, Interactive Customer Evaluation (ICE) Program Policy Letter

1. REFERENCES.

a. Department of Defense Interactive Customer Evaluation (ICE) System Policy, 1 July, 2007.

b. Installation Management Command (IMCOM) Policy Memorandum #47, 13 September, 2006.

c. Customer Management Service Implementation Plan, 6 August, 2008.

2. PURPOSE: To establish a Garrison ICE Program that effectively captures customer feedback, monitors service provider responses, and provides recognition to service providers that excel at developing and facilitating their internal ICE processes.

3. APPLICABILITY: This policy applies to all service providers, managers, directorates and organizations assigned to and/or under the operational control of the Fort Hood Garrison as well as agencies associated with providing customer service to Fort Hood and the installation military community. See enclosure 1 for key roles and responsibilities.

4. POLICY:

a. The Interactive Customer Evaluation (ICE) system is a web-based application for collecting and reporting customer feedback to determine customer satisfaction levels with the services provided by Fort Hood facilities, obtain suggestions for improving the quality of service to all constituent groups, and identify issues affecting their well-being. The ICE comment card system enables Fort Hood to nurture a relationship with its customer base by allowing stakeholders the opportunity to submit on-line comment cards to evaluate services provided by Fort Hood. The system allows managers to collect customer satisfaction data in a timely manner and in a standardized format, and to take immediate remedial actions, if necessary. ICE is a convenient and efficient

method to express opinions and receive feedback on how to improve programs and services, and is available from any computer that has Internet access.

b. Electronic ICE cards are preferred. Hard copy ICE cards should also be made available at all service delivery points for those who prefer to leave written feedback without using a computer (cards should mirror the automated version). Individual service providers may add additional questions at their discretion, but should keep the number of questions to a minimum, focusing on key organizational measures.

5. PROPONENT: The Fort Hood Garrison, Plans Analysis, and Integration Office is the proponent for this policy. Point of contact is the Fort Hood Customer Service Officer at (254) 288-6260.

6. EXPIRATION: This policy memorandum remains in effect until superseded or rescinded.

William V. Hill III

Encl

WILLIAM V. HILL III
COL, AR
Commanding

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SUBJECT: Encl 1 to United States Army Garrison, Fort Hood, Interactive Customer Evaluation (ICE) Program Policy Letter

INFORMATION PAPER

IMWE-HOD-PAI

SUBJECT: Key Roles and Responsibilities and ICE Awards Program

1. Purpose. To provide guidance (specific duties and responsibilities) to personnel involved in the implementation and sustainment of the Fort Hood ICE Program. To provide guidance on the implementation of the ICE Awards Program.

a. Service Provider Managers will:

(1) Use both hard copy and online comment cards as a means of obtaining customer feedback. The primary means of responding to customer comment cards is telephone and email (when contact information is provided by the customer).

(2) Ensure follow-up information has been completed by including the manager's response into the ICE system within 72 hours (3 working days). At least an interim response to the customer is required within the 72 hours to notify the customer that the situation is being looked into.

(3) Ensure comment card boxes are installed (easily identified with ICE logo and instructions) at all locations where customers are serviced.

(4) Monitor email daily to ensure customer comment responses are made within 72 hours for comments requiring a response (satisfied and unsatisfied).

(a) Enter response data for comments in the ICE system manager area.

(b) Responses to negative comments are still required online even if no contact information is provided. This is to show what actions were taken by the manager to resolve the issue(s).

(5) Ensure all customers who request a response (both positive and negative comments) are contacted within 72 hours (3 working days).

(6) Identify areas that may not require a customer response but may affect customer satisfaction if not resolved. Implement changes as necessary to improve customer satisfaction.

(7) Ensure frequently asked questions (FAQ) or event comments added to the service provider information areas are grammatically correct to obtain the desired results and removed when complete.

(8) Maintain a reasonable amount of hard copy ICE customer comment cards in the service provider areas, making them available to customers.

(9) Ensure manager data is current (name, phone, and email address) and service provider data is current (location, hours of operation, and services provided) on the ICE system.

(10) Monitor ICE kiosks to ensure the machine is working properly and a sufficient supply of paper (for Army One-Stop kiosks). Contact the customer service officer at (254) 288-6260 for paper and contact NEC for kiosks that are not working properly by submitting a work order through their website, http://www.hood.army.mil/doim/.

(11) Promote the Fort Hood ICE Program to provide a positive customer/service provider relationship.

(12) Ensure there is an alternate service provider manager(s) designated to answer comments in the absence of the primary.

b. Directorate or Organizational Supervisors/Managers will:

(1) Ensure service provider managers execute their responsibilities in support of the ICE Program.

(2) Maintain ICE customer comment card boxes (locked) in all customer service areas. Directors or organizational supervisors will determine the amount of boxes required to support the service providers.

(3) Nominate individuals for Garrison Commander's approval to collect ICE comment cards at each location where an ICE Comment Card Box is located. These individuals will also be responsible for inputting the data into the ICE system (no service provider manager will collect and input comment cards).

(4) Ensure service provider managers or other personnel within the service provider location do not possess keys to ICE Comment card boxes. Comment cards will be collected at least twice a week by designated personnel to meet the "within 72 hours" response to customers.

(5) Coordinate with the Fort Hood Customer Service Officer for the pick-up of customer comment cards if the service provider is small and does not have the staff available to collect and input the cards into the ICE system.

(6) Monitor and evaluate comment card information and satisfaction level ratings to determine satisfaction trends.

(7) Submit better business practices to the Garrison Commander through the ICE site administrator.

(8) Ensure listings of service providers and managers are updated. Changes should be submitted as they occur to the installation ICE site administrator.

c. Fort Hood ICE Site Administrator/Customer Service Officer will:

(1) Assist the Garrison Commander in the enforcement of the Fort Hood ICE policy that outlines key roles and responsibilities.

(2) Be responsible for management of the Fort Hood ICE Program to include performing key tasks required to maintain quality, integrity, and maximum usage of the ICE system.

(3) Monitor the ICE site for errors, out-dated information, and in consistency of service provider data.

(4) Manage existing and/or add service provider and manager accounts as needed.

(5) Manage the Service Provider Manager Training Program by training managers at all levels on the proper use of the ICE comment card system as well as trouble-shoot user issues.

(6) Forward unresolved issues to the Office of the Secretary of Defense (OSD), Quality Management Office (QMO) ICE Site Administrator for resolution.

(7) Order and maintain sufficient quantities of ICE customer comment cards to support the installation service providers.

(8) Develop and provide reports on installation/community service providers to improve the quality of service and timely response to customers.

(9) Promote the use of the Fort Hood ICE Site to provide a positive customer/service provider relationship.

(10) Periodically check the status of all ICE kiosks to ensure they are working properly and there is a sufficient supply of paper available in the printers.

(11) Move comments to the appropriate service provider account for comments that have been submitted as a site comment in error or comments that have been submitted to the wrong service provider account.

d. Customer follow-up: Comment cards are received via email. Where there is more than one designated service provided involved, service provider managers will coordinate with each other to determine who will take the necessary action. That service provider will record the details of the response and subsequent actions in the customer follow-up section.

2. Recognition/Awards Program.

a. Each directorate/organization/agency on the Fort Hood ICE System is encouraged to incorporate the ICE satisfaction and individual recognition into their existing employee recognition/awards programs to recognize outstanding service provider customer service.

b. The Garrison will recognize outstanding directorate/service provider participation based on the annual FY statistical data using the following guidelines:

(1) The directorate/service provider must have 50 or more satisfaction responses submitted for the fiscal year.

(2) The directorate/service provider must maintain a 90% or higher satisfaction rating for the fiscal year

(3) The directorate/service provider must maintain an employee/staff attitude rating of 4.25 or higher for the FY.

c. The recognition for the directorate/service provider meeting the criteria above will be a Certificate of Appreciation signed by the Installation Commander. Five runner-up service providers will also be recognized for their achievements as long as they meet the criteria above.

d. Each service provider must strive to deliver the best service and support to our customers. Service providers' areas will be measured annually and rated as either Green (100%-85%), exceeding the standard; Amber (84% to 65%), meeting the standard, or Red (64% to 0%), not meeting the standard. Service provider areas in the RED range will be evaluated by the directorate or organizational managers to determine cause and develop a course of action to improve to satisfactory levels.