



REPLY TO
ATTENTION OF

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

GARRISON POLICY
DPTMS - 02

JUL 23 2017

IMHD-PLO

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Interactive Customer Evaluation (ICE) Program

1. References:

a. Department of Defense Interactive Customer Evaluation (ICE) System Policy, 31 July 2009.

b. Installation Management Command (IMCOM) Interactive Customer Evaluation (ICE) Policy Memorandum number 5-1-1, 23 Mar 2017.

2. Purpose. To provide guidance to personnel involved in the implementation and sustainment of the Fort Hood ICE Program.

3. Applicability. This policy applies to all service providers, managers, directorates and organizations assigned to and/or under the operational control of US Army Garrison (USAG), Fort Hood.

4. Policy:

a. USAG Fort Hood will use the web-based ICE system for collecting and reporting customer feedback; determining customer satisfaction levels; and for obtaining customer suggestions for improving the quality of installation services.

b. The ICE comment card system enables Fort Hood to nurture a relationship with its customer base by:

(1) Allowing stakeholders the opportunity to submit hard copy and on-line comment cards.

(2) Allowing managers to collect customer satisfaction data in a timely manner and in a standardized format.

(3) Allowing managers to take immediate remedial actions if necessary.

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c. The enclosed duties and responsibilities provide guidance to personnel involved in the implementation and sustainment of the Fort Hood ICE Program. The ICE Program is designed to improve customer service by allowing Service Provider Managers to monitor the satisfaction levels of their services and respond directly to customer concerns.

5. Proponent. The Directorate of Plans, Training, Mobilization and Security.

6. Expiration. This policy memorandum supersedes previous ICE policy issued by the Garrison Commander and will remain in effect until superseded or rescinded.

Encl



HENRY C. PERRY JR.
COL, AV
Commanding

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