



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
PAIO - 01

IMHD-PI

3 FEB 2014

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: 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) Interactive Customer Evaluation (ICE) Policy Memorandum number 5-1-1, 29 May 2012.

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 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 within 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.

b. The ICE comment card system enables Fort Hood to nurture a relationship with its customer base by allowing stakeholders the opportunity to submit hard copy and on-line comment cards, designed 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 with internet access.

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5. Proponent: Plans Analysis, and Integration Office is the proponent for this policy. Point of contact is the Fort Hood ICE Site Administrator at (254) 288-6260.

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 Expiration: This policy memorandum remains in effect until superseded or rescinded.

Encl



MATTHEW G. ELLEDGE
COL, IN
Commanding

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