



DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT BELVOIR
9820 FLAGLER ROAD, SUITE 213
FORT BELVOIR, VIRGINIA 22060-5928

REPLY TO
ATTENTION OF

IMBV-PAI

28 June 2012

MEMORANDUM FOR US Army Fort Belvoir Garrison Directors

SUBJECT: Fort Belvoir Policy Memorandum # 49, Interactive Customer Evaluation (ICE) Program

1. REFERENCES.

a. Department of Defense (DoD), Washington Headquarters Services (WHS), Interactive Customer Evaluation (ICE) System Policy, 31 July 2009.

b. Installation Management Command (IMCOM) Policy Memorandum 5-1-1 Interactive Customer Evaluation (ICE) Policy, 29 May 2012.

2. PURPOSE. To establish Garrison Service Providers, Directorate/Organizational Supervisors/Managers and Fort Belvoir ICE site administrator roles and responsibilities in creating an ICE program that effectively captures customer feedback, and monitors service provider responses.

3. APPLICABILITY. This policy applies to all service providers, directorates and managers under operational control of Fort Belvoir Garrison. See enclosure for key roles and responsibilities.

4. PROCEDURES.

a. The ICE system is a web-based application for collecting and reporting customer feedback to determine customer satisfaction levels with the service provided by Fort Belvoir facilities, obtain suggestions for improving the quality of service to all constituent groups, and identify issues affecting their well-being.

b. The ICE system enables Fort Belvoir to nurture a relationship with its customer base by allowing stakeholders the opportunity to submit comments and evaluate services they received.

c. 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, by ensuring follow-up information has been completed including the manager's response into the ICE system within 5 working days. An interim response to

“LEADERS IN EXCELLENCE”

IMBV-PAI

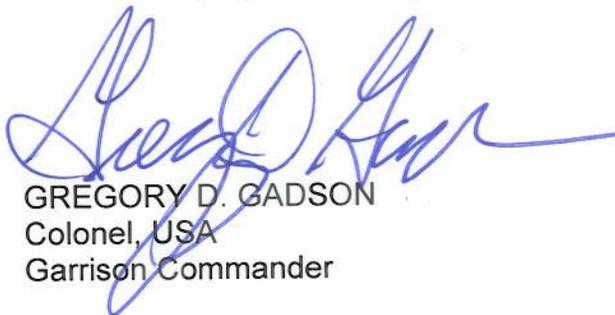
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the customer is required within 72 hours (3 working days) to notify the customer that the situation is being reviewed.

d. Directorate or Organizational Supervisors/Managers will monitor and evaluate comment card information and satisfaction level ratings to determine satisfaction trends.

e. 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 Belvoir Garrison, Plans, Analysis, and Integration Office is the proponent for this policy. Point of contact is the ICE program manager at (703) 805-3468, DSN 655-3468.



GREGORY D. GADSON
Colonel, USA
Garrison Commander

Encl

ICE Program Key Roles and Responsibilities

Purpose. To provide guidance (specific duties and responsibilities) to personnel involved in the implementation and sustainment of the Fort Belvoir ICE program.

1. Service Provider Managers will:

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

b. Ensure follow-up information has been completed by including the manager's response into the ICE system within 5 working days. At least an interim response to the customer is required within 72 hours (3 working days) to notify the customer that the situation is being reviewed.

c. Monitor email daily to ensure customer comment responses are made within the 72 hour (3 workdays) window for comments requiring a response (satisfied and unsatisfied).

d. Ensure feedback received via hard copy is entered into the ICE system accurately and in a timely manner.

e. 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.

f. 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 Home page.

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

2. Directorate or organizational supervisors/managers will:

a. Ensure service provider managers execute their responsibilities in support of the ICE Program.

b. Monitor and evaluate comment card information and satisfaction level ratings to determine satisfaction trends.

c. Submit better business practices to the ICE site administrator.

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

3. Fort Belvoir ICE Site Administrator will:

a. Assist the Garrison Commander in the enforcement of the ICE policy that outlines key roles and responsibilities.

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

c. Monitor the ICE site for errors, out-dated information, and consistency of service provider data.

d. Manage existing and/or add service provider and manager accounts as needed.

e. Manage the Service Provider Manager Training Program by training managers at all levels on the proper use of the ICE comment system.

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

g. Provide trouble shooting assistance for user related issues.

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

i. Promote the use of the ICE system.

j. Move comments to the appropriate service provider account for comments that have been submitted to the wrong service provider account.