



REPLY TO  
ATTENTION OF

IMBM-ZA

DEPARTMENT OF THE ARMY  
UNITED STATES ARMY GARRISON BAUMHOLDER  
UNIT 23746  
APO AE 09034-0003

20 NOV. 2012

MEMORANDUM FOR USAG Baumholder Garrison Directors and Support Staff

SUBJECT: Policy Letter 9-2, US Army Garrison Baumholder Interactive Customer Evaluation (ICE) Policy

1. References.

- a. DOD Interactive Customer Evaluation (ICE) System Policy, dtd 31 Jul 09
- b. IMCOM Policy Memorandum 5-1-1 Interactive Customer Evaluation (ICE) Policy dtd 29 May 12
- c. USAG Baden-Württemberg Interactive Customer Evaluation (ICE), dtd 8 Mar 12

2. Purpose. To provide guidance to all Directors, Managers, and Service Provider Managers (SPMs) on the responsibilities, and maintenance of the USAG Baumholder ICE system.

3. Applicability. These procedures are applicable to all personnel assigned to and/or under the operational control of the Garrison.

4. Policy.

a. General.

(1) The web-based Interactive Customer Evaluation (ICE - <http://ice.disa.mil/>) collects and reports customer feedback on Garrison services to determine customer satisfaction levels in transaction with Garrison Service Providers (SPs). ICE enables the Garrison to nurture a relationship with its customer base by allowing stakeholders the opportunity to submit online and hard copy comment cards to express opinions and offer feedback on the quality of Garrison services. ICE allows managers to collect customer satisfaction data in a timely manner in a standardized format and to take immediate remedial actions if necessary.

(2) Online customer ICE card input is preferred over hard copy as it enables a shorter response time. Hard copy ICE cards are however available at all service delivery points (hard copy cards mirror the automated version). Customers can drop hard copy cards in any USPS mail box, Garrison distribution box, or in the locked drop box at each service provider location.

(3) The intent of ICE is to facilitate a Service Provider Manager's (SPMs) ability to track customer feedback and improve customer service. All SPMs will have an alternate that will be responsible for tracking ICE comments when the primary SPM is not available. ICE

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participation will not be required as a condition of receiving service. Garrison employees will not utilize ICE to lodge complaints concerning Garrison operations or to threaten individuals.

b. Collection of ICE Data: SPMs will ensure that their staff openly encourages customers to utilize ICE to comment on Garrison services, providing incentives and opportunities to customers. SPMs, in their collection efforts, will strive to generate a 'representative sampling' of customer transactions (10% of transactions). Service Provider performance results are not statistically valid without at least 25 cards received during the ICE system's default 12-week reporting period.

c. Use of ICE Data: Information derived from ICE will be used to strengthen the Garrison's customer relationships and track information useful for process improvement. ICE feedback will be used to identify promising practices and areas of performance improvement. ICE is but one method of identifying specific issues requiring command attention and may be used to improve service delivery. No policy, procedural, or resourcing decisions will be based solely on ICE feedback.

d. Customer Comment Follow-up:

(1) SPMs receive comment cards via e-mail. SPMs will respond to all customer input regardless of satisfaction within 72 hours or three working days within ICE's 'Follow-up' feature to include a response directly to the customer if contact information has been provided.

(2) Site Comments. In the event a customer sends a comment to the ICE Site Manager and not to a specific service provider, the installation ICE Manager will inform the customer that their comment is being forwarded to a specific manager. The installation ICE Manager will then forward the comment to the appropriate manager for resolution, and annotate the action taken at the "Site Comments" screen. If a customer has submitted a comment to the wrong SPM, SPMs will notify the USAG Garrison ICE Site Manager, requested the card be moved to the correct service provider.

5. Procedures.

a. Plans, Analysis and Integration Office (PAIO) will:

(1) Maintain the ICE site for the installation and monitor the ICE site for errors, out-dated information, and consistency of service provider data.

(2) Add/delete SPs and SPMs, as required.

(3) Train SPMs and other ICE users (such as those with reports-only access) on ICE use.

(4) Troubleshoot user issues.

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(5) Disseminate a weekly status report to SPMs on their follow-up rate.

(6) Submit to the Garrison Commander a weekly summary of dissatisfied ICE cards together with the response from the applicable SPM.

(7) Develop and disseminate monthly reports on Garrison ICE performance at Garrison, Directorate, Division and Service Provider level.

(8) Process Garrison Directors' quarterly nominations of outstanding SP staff for recognition.

b. Service Provider Managers will:

(1) Ensure service provider data on the ICE site is current and correct.

(2) Promote the ICE Program to provide better customer service.

(3) Monitor incoming ICE comments daily to ensure response times are met.

(4) Resolve issues that may not require a response to the customers but may nevertheless affect customer satisfaction if not resolved.

(5) Specifically address a customer's situation in a polite, civil fashion when responding and avoid generalities or discussions of larger issues.

(6) Maintain sufficient ICE customer comment cards in service provider areas, making them available to customers. Hard copy cards will mirror the standard comment card and should supplement the automated system where a kiosk is not available.

(7) Deliver their ICE drop box to Garrison Command Group/PAIO each Tuesday and Friday.

c. Garrison Directors will:

(1) Ensure SPs and SPMs execute their responsibilities in support of the ICE Program.

(2) Maintain ICE drop boxes at all service provider locations.

(3) Ensure that SPMs or their designees transport their ICE drop boxes to the Garrison Command Group/PAIO each Tuesday and Friday to be emptied of cards.

(4) Monitor information, comment cards, and satisfaction level ratings.

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(5) Ensure listings of SPMs are current and report any changes to the ICE site administrator or manager for update.

(6) Submit information on service improvements made as a result of ICE input to the PAIO on a quarterly basis.

(7) Submit nominations of an outstanding SP staff and suggest the form of desired Garrison Commander recognition to the PAIO on a quarterly basis. Recognition will generally take place at Garrison 'All-Hands' assemblies.

6. POCs are Plans, Analysis, and Integration Office 06783-6-8100 or DSN 485-8100.



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