



REPLY TO  
ATTENTION OF

**DEPARTMENT OF THE ARMY**  
UNITED STATES ARMY GARRISON FORT HUNTER LIGGETT  
BUILDING 238 CALIFORNIA AVENUE  
FORT HUNTER LIGGETT, CA 93928-7000

0 2 AUG 2012

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MEMORANDUM FOR All US Army Garrison Fort Hunter Liggett (FHL) and Parks Reserve Forces Training Area (PRFTA) Personnel

SUBJECT: FHL Policy # 28, Implementation of the Interactive Customer Evaluation (ICE) System

1. References:

- a. IMCOM ICE Policy #5-1-1, dated 29 May 12
- b. DoD ICE Policy Memorandum #31, dated 31 July 2009
- c. ICE Survey Policy
- d. ICE Manager's Introduction Guide
- e. ICE Manager's User Guide

2. Purpose: The memorandum covers administration and use of the ICE program.

3. Applicability: This policy applies to all personnel assigned to and/or under the operational control of this command.

4. Description: The ICE program is an Internet-based customer comment card system that provides on-line, real-time reports of customer satisfaction to community service managers. Customers may provide their comments on-line or via the Internet from any location. ICE is the standard for all customer comment cards.

5. Roles and Responsibilities:

a. All Users:

(1) The ICE application will enable the users of Garrison services to provide feedback about those products and services.

(2) The submitter should be aware that their comments and contact information may be viewed by personnel related to the service provider which they are rating, members of the ICE staff and management. ICE may not be a direct channel between the submitter and the original provider of the service. For example, the submitter should not assume that it is acceptable to provide medical information believing his/her doctor is the only one viewing the information.

(3) The ICE program is NOT intended to be used for any of the following purposes:

- (a) To submit complaints or grievances about management or other employees.

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- (b) To solicit business, request employment, or conduct other such business.
- (c) To spread rumors, make allegations, or report suspected fraud, waste and abuse.
- (d) To make public announcements.
- (e) To contact individuals not directly related to the service being provided.
- (f) To distribute SPAM or unrelated information.
- (g) To threaten or physically harm.
- (h) To report a threat, crime, or other misconduct.

The customer should contact their chain of command, law enforcement, Equal Employment Opportunity (EEO) office, Installation Legal Office (ILO), or use other appropriate avenues to report such issues.

b. System Administration: The ICE system will be administered through a Site Administrator (SA) in the Plans, Analysis and Integration Office (PAIO) in accordance with policies and procedures set forth by the Office of the Secretary of Defense, Quality Management Office (QMO).

c. Data and Reports Access: The data on the customer comment cards may only be entered or changed by the Service Provider Manager or Site Administrator (SPM or SA). Reports, such as comparative satisfaction results, comparative satisfaction results by category, and "run charts" for historical information, are available to the SPM, SA, and the chain of command as appropriate to their level within the organization.

d. Site Administrator: The SA in the PAIO is the Garrison POC. The SA acts as a liaison between senior leaders, directorate level administrators, and SPMs to assist with trouble shooting and modifications to the site as required. The SA is responsible for the following:

- (1) Keep Service Provider Managers information current for each service/activity.
- (2) Conduct a Quality Assurance (QA) review of the comment card data information.
- (3) Add new Service Providers as required to the site.
- (4) Train SPM and other users (such as those with reports only access) on how to use ICE.
- (5) Provide help desk services to SPM, local commanders, and other agencies.
- (6) Provide data management for use in providing analysis for Performance Management Reviews (PMR) and other management tools.

e. Service Provider Manager: The responsibilities of the Service Provider Managers are as follows:

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(1) Keep the comment card site for their service/activity updated and accurate and/or provide the updated information changes to the SA.

(2) Respond quickly to customer comments that require a response (see Complaint Management and Response Time paragraph below).

(3) Market ICE at your service/activities locations and to all customers.

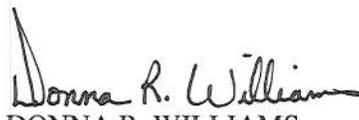
f. Service Providers: Organizations at USAG FHL/PRFTA providing services and support will be included on the ICE System. Organizations are required to provide information requested by the ICE Site Administrators in a timely manner. Organizations may choose not to use the system as the only method of internal management; however, managers need to be aware that both Army and Department of Defense (DoD) officials will use the ICE as an important tool for assessing their organization's performance.

g. Complaint Management and Response Time: Organizations will provide an initial response to customers; include both Satisfied and Dissatisfied **within 3 working days** from the time of submission. "Dissatisfied Customers" are defined as those who answered "No" to the question "Were you satisfied with your experience at this office/facility?" and who provide a name and an e-mail address, a phone number, or both so that they may be contacted for their complaint. Information on "Satisfied Customers" should address what made the customer satisfied and be shared with the chain of command.

h. Marketing Plan: PAIO in coordination with the Public Affairs Office (PAO) and the Directorate of Families, Morale, Welfare and Recreation will develop marketing tools. The use of Welcome Packet brochures, links from individual organization web-sites, and garrison internet web pages to the ICE site are required to ensure that customers are reminded about ICE. The PAO will take the lead in establishing the links to web pages.

i. Directors will support ICE implementation in their organizations and provide maximum support to marketing efforts.

j. Point of contact for the ICE program is the PAIO Management Analyst at (831) 386-2202.

  
DONNA R. WILLIAMS  
COL, EN  
Commanding