



REPLY TO  
ATTENTION OF

DEPARTMENT OF THE ARMY  
US ARMY INSTALLATION MANAGEMENT COMMAND  
HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT HOOD  
FORT HOOD, TEXAS 76544-5002

GARRISON POLICY  
DPTMS - 02

**30 MAY 2019**

IMHD-PL

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 March 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 (DPTMS) is the proponent for this policy. The point of contact is the ICE Administrator at (254) 288-6260.

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 Expiration: This policy memorandum remains in effect until superseded or rescinded.

Encl  
1 Enclosure

  
JASON A. WESBROCK  
COL, IN  
Commanding

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IAW FH FORM 1853: A