



DEPARTMENT OF THE ARMY  
UNITED STATES ARMY INSTALLATION MANAGEMENT COMMAND  
HEADQUARTERS, US ARMY GARRISON, PRESIDIO OF MONTEREY  
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JUL 20 2009

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MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Command Policy # 7, Interactive Customer Evaluation (ICE) Program

1. References:

a. Department of Defense (DoD) Interactive Customer Evaluation (ICE) System Policy Memorandum, dated 31 July 2009.

b. IMCOM Policy Memorandum 5-1-1, Interactive Customer Evaluation (ICE) Policy, dated 13 November 2018.

c. G3/5/7 Futures & Assessments Division (FAD), Standard Operating Procedures (SOP), dated 18 June 2018.

2. Purpose: To provide guidance to all U.S. Army Garrison, Presidio of Monterey (USAG POM) leaders, supervisors, managers, and employees on responsibilities regarding the implementation, maintenance and usage of ICE.

3. Applicability: This policy applies to all personnel assigned to or under the operational control of USAG POM. This supersedes the previous Command Policy Memorandum #7, dated 15 Oct 18.

4. Proponent: The proponent for this policy is the Plans, Analysis and Integration Office (PAIO) at (831) 242-6676/6957.

5. Policy: It is the policy of DoD, Department of the Army (DA), Installation Management Command (IMCOM), and POM to maintain a high customer satisfaction rate for services rendered to customers. ICE is one of the primary tools at POM to monitor customer satisfaction rates and suggestions for improvement.

6. Procedures:

a. Employees will use ICE for collecting and reporting customer feedback to determine customer satisfaction levels. Customers can provide feedback electronically via the Internet from any location. The system allows managers to collect customer satisfaction data in a timely manner and in a standardized format and to take immediate remedial actions, as necessary. ICE is the primary and standard forum for all customer feedback at POM and Ord Military Community (OMC) service facilities.

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b. All POM Directorates will establish and maintain electronic Service Provider Comment Card(s) for each of the services they provide. This will allow leaders to review ICE reports on a regularly occurring basis to assess customer satisfaction and take appropriate action as required. Directors will support ICE implementation in their organizations. All leaders will add the link of their respective ICE Service Provider Comment Card to their email signature blocks.

c. ICE is not the system to submit employee complaints about management or other employees or to report a threat, crime or other misconduct. Employees should utilize existing avenues (i.e. Chain of Command, Inspector General, Equal Employment Opportunity, or the Union for Bargaining Unit Employees) for these kinds of considerations and complaints. Additionally, written comments should not include personally identifiable information to include names or contact information.



VARMAN S. CHHOEUNG  
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