AMIM-AKA

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MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Interactive Customer Evaluation (ICE) Implementation Policy (USAG Alaska Policy #13)

1. References.

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

    b. Installation Management Command, Policy Memorandum 5-1-1, "Interactive Customer Evaluation Policy", 13 November 2018.

    c. Installation Management Command, Standard Operating Procedures, G-3/5/7 Futures & Assessments Division (FAD), Chapter 3: Monitor/Maintain/Report/Respond Interactive Customer Evaluation (ICE), 30 June 2018.

2. ICE is an online program for collecting and reporting customer feedback to determine customer satisfaction levels within the services provided by USAG Alaska. ICE allows customers to submit suggestions for improvement, provide general comments, and/or identify issues with service performance. ICE can be accessed from any computer terminal with internet access, smart devices with the ability to scan QR codes or using ICE hard copy comment cards. Currently, there are two IMCOM leadership measurable outcomes/metrics associated with ICE as a feedback tool:

    a. Garrison standard for customer satisfaction is 90%.

    b. Garrison standard for customer requested follow-up on all ICE comment cards is 100%. Service provider managers (SPM) will provide a response within three (3) business days after receiving any electronic card requesting feedback and within five (5) business days for those who do not request a response. SPMs will close out the comment in the "Follow up" section by entering the date and selecting one of the three (3) remaining fields to complete, and then hit the "update" key at the bottom. This will move the card from the "Pending Follow up" to "Completed Follow up". Garrison leadership reads all ICE comments. SPMs should enter notes regarding the issue to document actions taken and inform Garrison leadership of current policies/procedures that pertain to the situation described.

AMIM-AKA
SUBJECT: Interactive Customer Evaluation (ICE) Implementation Policy (USAG Alaska Policy #13)

3. Responsibilities:

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

      (1) As the USAG Alaska ICE Organizational Manager, monitor garrison ICE sites and evaluate service provider compliance with applicable policies.

      (2) Provide USAG Alaska leaders/staff principals with a quarterly standardized organizational summary report. The report will include submissions, responses, satisfaction ratings, and customer follow-up rates. For satisfaction rates below 80%, identify key issues raised in customer comments, if available.

      (3) Promote the use of ICE on staff web pages, email signatures, and other means as appropriate to gauge customer satisfaction with garrison services.

      (4) Advise garrison leaders/staff principals on how ICE can assist in identifying customer issues and best practices, and can assist in improving services and programs throughout the garrison.

      (5) Protect and control distribution of ICE information and ensure the confidentiality of ICE comments by not revealing the comment or customer contact information to anyone who does not have a direct need to know. Protect ICE information in a manner similar to FOUO information.

      (6) Ensure that all requests for access to ICE data for tenant activities (AAFES, MEDCOM, etc.) are made with the written permission of that activity. Prepare requests for permission to access tenant ICE data for the Garrison Commander's signature.

   b. USAG Alaska ICE Organizational Manager will:

      (1) Manage the garrison ICE program to include performing tasks required to maintain quality, integrity and maximum usage of the ICE system.

      (2) Manage the ICE program for errors, outdated information and consistency of service provider data through routine monitoring of comments and SPM responses.

      (3) Review the content of USAG Alaska comment cards and related information to ensure that the content of the cards is appropriate for a publicly accessible DoD web site. This includes ensuring that no classified, FOUO, and/or PII is displayed on the publicly accessible ICE web site.

(4) Ensure that the garrison ICE organizational structure is aligned with the standard garrison organization hierarchy and CLS structure.

(5) Provide training and/or supplemental materials to service provider managers on the use of the ICE system.

(6) Review, analyze and interpret ICE statistical data.

(7) Provide the Garrison Commander with a quarterly ICE status report.

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

(9) Review ICE organizational reports to determine trends, identify problem areas and to provide information to others when requested.

(10) Use the ICE information as an additional tool to assess the service provided from an individual customer perspective.

(11) Promote the use of the USAG Alaska ICE website to provide a positive customer service provider relationship.

c. Directorate and Organization Supervisors will:

(1) Ensure that all service provider areas have an identified ICE comment box and comment cards for customer use.

(2) Designate a disinterested person to be responsible for collecting and inputting hard copy card data. Service provider managers will not input hard copy comment cards for their organization. Cards will be collected at least twice weekly to meet the three or five day working day response time suspense to customers.

(3) Promote ICE by placing signs, flyers, posters and banners in highly visible areas.

(4) Monitor and evaluate comment card feedback and satisfaction level ratings. For satisfaction rates below 80%, identify key issues raised in customer comments, if available, and take action as appropriate.

(5) Update listings of service provider managers once a quarter.

(6) Ensure all service provider managers receive ICE training.

(7) Make ICE activity an item of discussion during staff meetings. Employees should be provided with ICE ratings and sanitized (stripped of customer identifying information) comments that pertain to their areas.

(8) Ensure compliance with the three and five business day requirements for responses to customers and annotate follow-up actions in ICE.

(9) Amend service contracts to state that ICE is the official comment system of record.

(10) Use ICE reports as one of the tools to identify necessary changes in customer service and/or operational processes.

(11) Submit best business practices through the USAG Alaska Organizational Manager.

(12) Protect ICE information in a manner similar to FOUO and ensure the confidentiality of ICE complaints by not revealing the comment or customer contact information to anyone who does not have a direct need to know.

d. Service Provider Managers will:

(1) Ensure ICE comment card boxes, when used, are easily identified (with ICE logo and instructions).

(2) Monitor e-mail daily to ensure customer comment follow-up occurs within three business days for comments requiring responses. Response data must be entered in the Customer Follow-Up section of the system's ICE manager tool. Responses must comply with Department of Defense guidelines for posting information on public access websites, including the prohibitions on including classified, sensitive, For Official Use Only (FOUO), and personally identifiable information (PII).

(3) Monitor ICE to ensure that all comments are addressed. Responses and follow-up are required to ensure comments have been moved from pending to complete.

AMIM-AKA
SUBJECT: Interactive Customer Evaluation (ICE) Implementation Policy (USAG Alaska Policy #13)

(4) Correct areas that may not require a customer response but may affect customer satisfaction if not resolved.

(5) Ensure questions, events, or notifications that have been added to the service provider information areas are grammatically correct to obtain the desired results, and removed when complete, or no longer necessary.

(6) Ensure questions added are kept to a minimum to allow customers to submit feedback in a timely manner. There should be no more than ten (10) additional questions.

(7) Maintain a reasonable amount of ICE customer comment cards in the service provider areas making them available to customers.
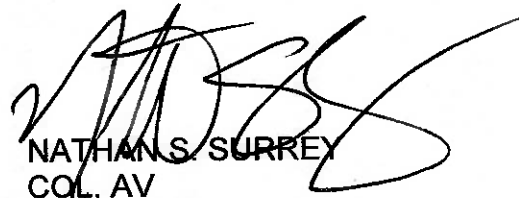
(8) Ensure service provider manager data is current (name, phone and email address) on the ICE system.

(9) Ensure service provider data is current (location, hours of operation and services provided) on the ICE system.

(10) Promote the USAG Alaska ICE program to provide a positive customer service provider relationship.

4. This policy supersedes Garrison Policy #13, subject: Interactive Customer Evaluation (ICE) Implementation Policy, dated 10 August 2018.

5. POC is Plans, Analysis and Integration Office, 907-353-9721/7623.

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All Garrison Directorates/Agencies