DEPARTMENT OF THE ARMY
INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON-DETROIT ARSENAL
6501 E. ELEVEN MILE ROAD
WARREN, MICHIGAN 48397-5000

REPLY TO ATTENTION OF:

IMNE-MIG-ZA NOV 23 2009

MEMORANDUM FOR U.S. Army Garrison-Detroit Arsenal Personnel

SUBJECT: U.S. Army Garrison-Detroit Arsenal Policy Memorandum #29, Interactive Customer Evaluation (ICE) Policy

1. REFERENCE.

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

b. Memorandum, U.S. Army IMCOM, IMAH-PLD-Q, 13 September 2006, Subject: Policy Memorandum # 47, Implementation of the Interactive Customer Evaluation (ICE) System.

2. PURPOSE. To provide guidance to all U.S. Army Garrison-Detroit Arsenal (USAG-DTA) personnel defining the installation policy, covering the applicability, implementation, responsibilities, and maintenance of the USAG-DTA ICE Program.

3. APPLICABILITY. These procedures are applicable to all personnel assigned to and/or under the operational control of USAG-DTA.

4. POLICY. The Plans, Analysis, and Integration Office (PAIO) is responsible for the administration of the ICE System in the USAG-DTA. All directors, managers, and service provider managers are responsible for monitoring ICE Comment Cards and providing feedback when required by the customer. However, the ICE system must not be used for the following purposes: gathering data that is unrelated to the products or services which the USAG-DTA provides, conducting employee surveys, conducting organizational assessments, rating or ranking employees, determining salary and employment actions or determining contract compliance.

5. PROCEDURES.

a. Service Provider Managers.

(1) Monitor email daily to ensure customer comment response within two (2) working days for those comments requiring a response. Response data must be entered in the Customer Follow-up in the ICE system Manager area.

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

(3) Ensure questions added are kept to a minimum to allow the customer to submit information in a timely manner.

(4) Ensure manager data is current (name, phone, and email address) in the ICE System.

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

(6) Promote the USAG-DTA ICE Program to provide a positive customer/service provider relationship.

b. Directorate Supervisors/Managers.

(1) Ensure service provider managers execute their responsibilities in support of the ICE Program.

(2) Monitor and evaluate comment card information and satisfaction level ratings.

(3) Provide updated listings of service providers and managers quarterly to the installation ICE Site Manager.

c. ICE Site Manager.

(1) Assist in the development of an installation ICE policy memorandum that outlines the key roles and responsibilities for all those involved in the administration of the ICE System.

(2) Responsible for the management of the installation ICE Program to include performing tasks required to maintain quality, integrity, and maximum usage of the ICE System.

(3) Monitor the ICE System for errors, out-dated information, and consistency of service provider data.

(4) Manage existing or adding service providers and managers.

(5) Provide training and/or supplemental materials to service provider managers and reports managers (all levels); on the use of the ICE Comment Card System.

(6) Troubleshoot user issues and forward unresolved issues to the Office of the Secretary of Defense (OSD), Quality Management Office (QMO), ATTN: ICE Site Administrator for resolution.

(7) Develop and provide reports on installation/community service providers to improve the quality of service and timely response to customers.

(8) Review site manager reports to determine trends, identify problem areas, and to provide information to others.

(9) Utilize the ICE information as an additional tool to assess the services provided from an individual customer perspective.

(10) Promote the use of the USAG-DTA ICE web site to provide a positive customer/service provider relationship.

d. Garrison Manager.

(1) Monitor the ICE Site and evaluate service provider performance.

(2) Promote the use of the USAG-DTA ICE Site to maintain standard levels of quality service.

6. RECOGNITION/AWARDS PROGRAM.

a. Each directorate on the USAG-DTA ICE System will incorporate the ICE satisfaction and individual recognition into their existing employee recognition/awards programs to recognize outstanding customer service provided by the service provider.

b. The USAG-DTA will recognize outstanding directorate participation based on the annual FY statistical data using the following guidelines:

(1) The directorate must have 50 or more satisfaction responses submitted for the FY.

(2) The directorate must maintain a 90% or higher satisfaction rating for the FY.

(3) The directorate must maintain and employee/staff attitude rating of 4.25 or higher for the FY.

c. The directorate meeting the above criteria will receive at a minimum a Certificate of Achievement signed by the Garrison Manager.

7. STANDARDS AND METRICS.

a. Each service provider must strive to deliver the best service and support to our customers. The following metrics are established by OSD, QMO:

Status Indicators:

Satisfaction Questions (Percentage):

● 100%-85% ▽ 84%-65% ● 64%-0%

b. Service provider areas will be measured annually and rated as follow:

(1) Green (100%-85%), exceeding the standard.

(2) Amber (84%-65%), meeting the standard.

(3) Red (64% to 0%), not meeting the standard.

c. Service provider areas in the RED range will be evaluated by the directorate managers to determine cause and develop action plans to improve satisfaction levels.

8. PROPONET. The PAIO is the proponent for this USAG-DTA policy. POC is the Chief of PAIO, COMM 586-282-9498.

Brenda Lee McCullough
BRENDA LEE MCCULLOUGH
Garrison Manager