



REPLY TO  
ATTENTION OF:

DEPARTMENT OF THE ARMY  
INSTALLATION MANAGEMENT COMMAND  
HEADQUARTERS, UNITED STATES ARMY GARRISON  
4551 LLEWELLYN AVENUE, SUITE 5000  
FORT GEORGE G. MEADE, MARYLAND 20755-5500

17 MAR 2011

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MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Fort George G. Meade Policy Memorandum # 71, Interactive Customer Evaluation (ICE)

1. References: US Army Installation Management Command Policy Memorandum #47, Implementation of the Interactive Customer Evaluation (ICE) System, September 2006.
2. Provide guidance to all Fort George G. Meade installation personnel on the implementation, responsibilities and maintenance of ICE. These procedures are applicable to all personnel assigned to and/or under the operational control of Fort George G. Meade.
3. The ICE system is a web-based application used to collect and report customer feedback. By determining customer satisfaction levels of service provided by DoD facilities, obtaining suggestions for improvement, and identifying issues affecting customer service, this interactive comment card system enables Fort Meade to facilitate relationships with their customer base. The ICE system allows installation stakeholders the opportunity to submit online comment cards and enables managers to collect customer satisfaction data in a timely, standardized manner. Supervisors are also provided tools to take immediate remedial action if necessary. The ICE system is a convenient and efficient means to express opinions and receive feedback on program and service improvements. It is available on any computer that has internet access.
4. Electronic ICE cards are preferred; however, hard copy ICE cards should be available at all service delivery points. Hard copy cards should mirror automated versions. The intent of ICE is to facilitate the service provider manager's ability to track customer feedback and improve customer service.
5. Directors will:
  - a. Ensure that all service areas have an identified ICE box with comment cards for customer use.
  - b. Ensure managers are using ICE and attend ICE training provided by the Installation Site Managers.
  - c. Ensure all employees have the ICE link attach to their email signature block.

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d. Make ICE activity an item of discussion during regular staff meetings. Notify the ICE Site Manager of any changes for prompt updating of ICE accounts.

e. Observe the three business day (72 hours) requirement for customer responses and annotate the follow-up in ICE.

f. Designate a SPM in the organization to be responsible for collection and input of comment cards into ICE. Comment cards will be forward to the Installation Commander after entry of the manual comment cards.

g. Maintain comment card boxes in areas where kiosks are not located. Implement the appropriate information assurance measures to safeguard the integrity of the kiosk to include hardware, software, data, and network.

6. Service Provider Managers (SPM) will:

a. Monitor e-mail and the ICE database daily to ensure customer comment responses are completed within the required policy timeframe of three business day (72 hours) from submission. Response data must be entered in the Customer Follow-Up section of the ICE manager's tool.

b. Address all comments that may not require a response but may affect customer satisfaction if not resolved.

c. Ensure additional questions are kept to a minimum, allowing customers to submit feedback in a timely manner.

d. Ensure that service provider data is current and accurate and SPM data is current (name, phone, email address and building location) on the ICE system. ICE box is available and maintain a sufficient quantity of comment cards in each service provider area.

e. Promote the Fort Meade ICE Program to provide a positive customer/service provider relationship.

7. Installation Site Manager:

a. Monitor network connectivity and customer access to the ICE site.

b. Be the technical advisor to staff on ICE issues.

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- c. Add and train new service providers and service provider managers as needed.
- d. Assist with troubleshooting user issues.
- e. Forward unresolved local issues to the Installation Command Sergeant Major, Deputy Installation Commander or Installation Commander.
- f. Utilize ICE information as an additional tool to assess delivery and quality of services.
- g. Promote the use of installation ICE sites to improve quality of service and timely responses to Fort Meade customers.

6. The installation Site managers can be reached at (301) 677-3664 and (301) 677-5480, or email at meadepaio@conus.army.mil.



DANIEL L. THOMAS  
Colonel, Military Intelligence  
Commanding

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