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*Services*

**ICE PROGRAM**

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This publication implements AFPD 34-1, *Air Force Services*, and is used in conjunction with Interactive Customer Evaluation (ICE) policies. It provides guidance to all 673 ABW personnel on the implementation, responsibilities and maintenance of ICE. It applies to an ICE Service Provider Manager (SPM) and all personnel assigned to and/or under the operational control of 673 ABW, but does not apply to the Air National Guard or Air Force Reserve units and members. Compliance with this instruction cannot be waived. Refer recommended changes and questions about this publication to the office of primary responsibility (OPR), using AF Form 847, *Recommendation for Change of Publication*. Route the AF Forms 847 through the appropriate chain of command. Ensure all records created as a result of processes prescribed in this publication are maintained in accordance with AFMAN 33-363, *Management of Records*, and disposed of in accordance with Air Force Records Information Management System (AFRIMS) Records Disposition Schedule (RDS). See **Attachment 1** for Glossary, References and Supporting Information.

## **1. ICE Program**

1.1. **System.** The ICE system is a web-based application used to collect and report customer feedback. By determining customer satisfaction levels of services provided by Department of Defense (DoD) facilities, obtaining suggestions for improvement of services, and identifying issues affecting customer service, this interactive customer comment card system enables Joint Base Elmendorf-Richardson (JBER) to facilitate relationships within its customer base. The ICE system allows installation stakeholders the opportunity to submit online comment cards, and provides SPMs the ability to collect customer satisfaction data in a timely manner, and in a standardized format. Supervisors are provided the tools to take immediate remedial actions, if necessary. The ICE system is a convenient and efficient

means available to access service information, express opinions, and receive feedback on program and service improvements. It is available from any computer that has Internet access.

**1.2. Manual Cards.** Electronic ICE cards are preferred; however, hard copy ICE cards will also be made available at all service delivery points for those preferring to leave written feedback. Hard copy cards should mirror automated versions and must include the six mandatory questions DoD requires. Commanders/Chiefs of organizations may add additional questions at their discretion, yet should keep the number of questions to a minimum, focusing on key organizational measures.

**1.3. Customer Feedback.** The ICE system is a component of JBER's overall customer relationship, management and feedback system. It is instrumental in communicating perceptions and achieving continuous improvement in support of JBER's management strategies, and providing for the well-being of the community. The intent of ICE is to facilitate the SPMs' ability to track customer feedback and improve customer service.

## **2. Responsibilities**

**2.1. Squadron Commanders and Wing Staff Agency (WSA) Chiefs.** Squadron Commanders and WSA Chiefs will appoint an SPM to be responsible for managing online comments, and the collection and input of hard copy comment cards into ICE for the services their respective organization provides.

2.1.1. Ensure all service areas have an identified ICE comment box and comment cards for customer use.

2.1.2. Ensure SPMs are using ICE and place the link to their comment card in their e-mail signature block.

2.1.3. Ensure all SPMs complete ICE training.

2.1.4. Discuss ICE activity during regular staff meetings.

2.1.5. Explore the feasibility of establishing an ICE incentive award program, e.g., granting an employee 4 hours time off, presenting them with a group coin, or an internal certificate. The 673 ABW currently recognizes exceptional providers once a month and presents a certificate at the Community Action Council (CAC). Recipients include one individual award and one team award. However, organizations may also recognize employees for a job well done.

2.1.6. Forward SPM appointment memos to the Customer Service Officer (CSO) and ensure the CSO is notified of SPM changes for prompt update of ICE accounts.

2.1.7. Ensure SPMs observe the 72-hour (3 business days) working requirement for response to customers and annotate the follow-up in ICE.

2.1.8. Use ICE reports to identify necessary changes in customer service and/or operational processes.

2.1.9. Submit better business practices through the CSO.

2.1.10. Use the template provided by the CSO to reproduce ICE comment cards and maintain comment card boxes in areas where personal computers (PCs) are not cost effective or otherwise impractical.

2.1.11. Ensure SPMs return hard copy comment cards to the CSO within 7 business days.

2.2. SPMs. SPMs will monitor e-mails daily to ensure customer comment responses are completed within a 72-hour period (3 business days) for comments requiring responses. Response data must be entered in the customer follow-up section of the system's ICE manager tool.

2.2.1. Address areas that may not require a customer response, yet may affect customer satisfaction if unresolved.

2.2.2. Ensure questions or event comments added to the service provider information areas are sufficient enough in context and grammatically correct to obtain the desired results.

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

2.2.4. Ensure service provider data is accurate and current.

2.2.5. Promote the ICE program to provide a better quality of service to customers.

2.2.6. Ensure an ICE box is established, and maintain a sufficient amount of hard copy ICE customer comment cards, making them available to customers when a PC is not available. Return hard copy comment cards to the CSO within 7 business days.

2.2.7. Use ICE as the main customer feedback mechanism for gathering customer feedback, versus dissemination of surveys generated internally.

2.3. CSO. The CSO will monitor ICE sites for errors, outdated information and consistency of service provider data.

2.3.1. Add and train new service providers and SPMs, as required.

2.3.2. Troubleshoot user issues.

2.3.3. Forward unresolved site issues to the Office of the Secretary of Defense, Quality Management Office, ATTN: ICE Site Administrator, for resolution.

2.3.4. Prepare reports on installation/community service providers to assist in maintaining quality levels of service.

2.3.5. Brief statistics monthly at the 673 ABW staff meeting.

2.3.6. Use ICE information as an additional tool to assess delivery and quality of services.

2.3.7. Promote the use of installation ICE sites to improve quality of service and timely response to JBER customers.

2.3.8. Conduct customer service training for services requesting assistance in increasing their ICE satisfaction rates.

**3. Information Collections.** No information collections are required by this publication.

BRIAN P. DUFFY, Colonel, USAF  
Commander

**Attachment 1**

**GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION**

***References***

AFPD 34-1, *Air Force Services*, 2 November 2012.

AFMAN 33-363, *Management of Records*, 1 March 2008.

***Adopted Forms***

AF Form 847, *Recommendation for Change of Publication*.

***Abbreviations and Acronyms***

**AFRIMS**—Air Force Records Information Management System.

**CSO**—Customer Service Officer.

**DoD**—Department of Defense.

**ICE**—Interactive Customer Evaluation.

**JBER**—Joint Base Elmendorf-Richardson.

**OPR**—Office Of Primary Responsibility.

**PC**—Personal Computer.

**RDS**—Records Disposition Schedule.

**SPM**—Service Provider Managers.

**WSA**—Wing Staff Agency.