



UNITED STATES MARINE CORPS  
MARINE CORPS AIR STATION  
POSTAL SERVICE CENTER BOX 8003  
CHERRY POINT, NORTH CAROLINA 28533-0003

ASO 5220.1B  
COMPT  
22 Jul 13

From: Commanding Officer, Marine Corps Air Station, Cherry Point  
To: Distribution List

Subj: INTERACTIVE CUSTOMER EVALUATION SYSTEM

Ref: (a) DoD Memorandum for Existing and Potential Users of the  
ICE System  
(b) ICE Site Manager User Guide  
(c) ICE Service Provider Manager User Guide  
(d) A Manager's Introduction to the ICE System  
(e) ICE Reports Only Manager User Guide

1. Situation. To disseminate the most current policy governing the Interactive Customer Evaluation (ICE) System aboard Marine Corps Air Station (MCAS), Cherry Point.

2. Cancellation. ASO 5220.1A. This Order has been completely re-written. It contains significant changes and should be reviewed in its entirety.

3. Mission. This Order provides command policy covering applicability, concept of operation, responsibilities, and reporting requirements of the ICE System at MCAS Cherry Point.

4. Execution

a. Background. The ICE System is a Department of Defense (DoD) web-based tool designed to collect customer feedback on services received at military installations worldwide via on-line comment cards. The system will assist managers in improving customer service by providing the capability to monitor satisfaction levels through customer comment cards and reports. Utilization of the ICE system provides the following benefits:

(1) Enables DoD customers to quickly and easily provide feedback to site and service provider managers.

(2) Provides leadership with timely data on service quality.

(3) Provides Managers with the capability to benchmark the performance of their service providers against other organizations.

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(4) Increases communication across organizations and provides an easily accessible means to compare best practices throughout installations.

b. Concept of Operations. The customer side of the ICE Web Site (<http://ice.disa.mil>) is accessible from any computer terminal; however, the manager side can only be accessed through a DoD Common Access Card (CAC) enabled computer terminal. Customers enter feedback via electronic comment cards that:

(1) Generate and forward, automatically and immediately, to the appropriate service provider manager.

(2) Provide immediate input on the customer's satisfaction level of services received to managers, directors, and organizational commanders.

(3) Enable managers to provide immediate feedback to customer(s) when a response is requested.

c. Responsibilities

(1) Service Provider Managers (SPMs) shall:

(a) Monitor e-mail daily to ensure the Follow-Up section of each customer comment card is completed within five working days of submission (even if customers do not request a response or leave contact information). Customer responses may be made either in person, by phone, or e-mail. Responses to anonymous submission may be addressed by other means such as the Windsock, "All-Hands" e-mails, or the Frequently Asked Questions (FAQ) feature on the Service Provider's page in ICE.

(b) Improve/correct, where feasible, all areas, even those that may not require a customer response, but may affect customer satisfaction if not resolved.

(c) Ensure additional questions entered on the comment card are kept to a minimum to allow the customer to submit information in a timely manner.

(d) Ensure service provider data (such as service provider name, hours of operation, location, SPM, etc.) is current and accurate.

(e) Promote ICE utilization as a tool to provide better quality services to the customers.

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(f) Ensure Secondary SPM(s) are trained and can fill in for the Primary SPM(s) as necessary.

(2) Directorate Heads/Organizational Supervisors shall:

(a) Ensure SPMs properly execute their responsibilities in support of the ICE Program.

(b) Monitor information, comment cards, and satisfaction level ratings on a regular basis.

(c) Ensure SPM information is current and report any changes to the Primary or Secondary SPM information to the ICE Site Manager in a timely manner.

(d) Encourage all employees with e-mail access to modify their e-mail signature block to contain a link to the ICE website. For example:

"We are very interested in your comments concerning our services. Please take a moment to visit our ICE website and tell us how we might serve you better. Thank you.

(<https://ice.disa.mil/index.cfm?fa=site&site id=419>)"

(3) ICE Site Manager (Comptroller Business Performance Team) shall:

(a) Monitor Cherry Point's data on the ICE website for errors, outdated information, and consistency of service provider data.

(b) Add new service providers/managers as required.

(c) Resolve user issues and provide technical assistance as requested.

(d) Provide training to new SPMs as required.

(e) Promote command-wide utilization of ICE to improve the quality of services and timely response to customers.

(f) Ensure all comment cards reflect the following statement for the benefit of the customer submitting the comment:

"If you have requested a response, you can anticipate an answer within five working days. If you do not receive a timely answer,

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please contact the ICE Site Manager at (252) 466-7129 or DSN 582-7129."

5. Administration & Logistics

a. Reporting Requirements. The Site Manager will develop reports; document and report findings to the Commanding Officer as required.

b. Guides. The References are available on the ICE Web Site, ICE Administration page under "Help".

6. Command and Signal

a. Command. This Order applies to all directorates, managers, service providers, and organizations providing customer service to MCAS Cherry Point and the surrounding communities.

b. Signal. This Order is effective the date signed.



B. R. BLALOCK  
Executive Officer

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