



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

ASO 5220.1C  
COMPT  
7 AUG 2015

AIR STATION ORDER 5220.1C w/ch 1

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

Subj: INTERACTIVE CUSTOMER EVALUATION (ICE) 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. 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 online comment cards. Properly ~~was~~utilized, the ICE System helps to improve performance and ultimately customer satisfaction.

2. Cancellation. ASO 5220.1B.

3. Mission. To disseminate the most current policy governing the ICE System aboard Marine Corps Air Station (MCAS) Cherry Point. This Order provides Command policy covering applicability, responsibilities, and reporting requirements of the ICE System at MCAS Cherry Point.

4. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent. 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:

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

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

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

(d) Enhances communication across organizations and provides an easily accessible means to compare best practices throughout the Installation.

(2) Concept of Operations. Customers may submit online comment cards via the ICE website (<http://ice.disa.mil>) which is accessible from any computer terminal. To process online comment cards, managers must use a DoD Common Access Card (CAC) enabled computer terminal. Customers enter feedback via online comment cards that:

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

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

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

b. Tasks

(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 submissions may be addressed by other means such as the Cherry Point website, "All-Hands" e-mails, or the Frequently Asked Questions (FAQ) feature on the service provider's page within ICE.

(b) Where feasible, improve or correct all areas that 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 customers.

(f) Ensure secondary SPMs are trained and can fill in for the primary SPM as necessary.

(2) Directorate Heads/Organizational Supervisors shall:

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

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

(c) Ensure SPM information is current and report any changes concerning 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. <http://ice.disa.mil>."

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

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

(b) Monitor all comments to ensure appropriate submission location and redirect comments as necessary.

(c) Monitor all comments for potential system misuse and report appropriately.

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

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

(f) Provide training to new SPMs as required.

(g) Develop and maintain monthly statistical data for each directorate.

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

(i) Ensure all comment cards reflect the following statement for the benefit of the customer submitting the comment: "If you have requested a response, you may anticipate an answer within five working days. If you do not receive a timely answer, please contact the ICE Site Manager at (252) 466-~~7129~~ <sup>4629</sup> or DSN 582-7129."

(j) Document and report findings to the Commanding Officer as required.

5. Administration & Logistics. Questions pertaining to the content of this Order should be directed to the Business Performance Office, Comptroller Directorate, MCAS Cherry Point.

6. Command and Signal

a. Command. This Order is applicable to MCAS Cherry Point, its subordinate and tenant commands, and all service providers aboard the Installation.

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



TRAVIS L. POWERS  
Acting

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**16 AUG 2016**

AIR STATION ORDER 5220.1C Ch 1

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

Subj: INTERACTIVE CUSTOMER EVALUATION (ICE) SYSTEM

1. Situation. To edit/update pages 1 and 3 of the basic Order.
2. Mission. To correct a misspelling and update the phone number of the ICE Site Manager.
3. Execution
  - a. Change the word unutilized to utilized under the Situation paragraph, last sentence, on page 1.
  - b. Change the last four digits of the phone number of the ICE Site Manager from 7129 to 4629, located on page 3, (3)(i).
4. Filing Instructions. File this change transmittal directly behind the signature page of the basic Order.

  
B. MOLL  
Executive Officer

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