



DEPARTMENT OF THE ARMY  
UNITED STATES ARMY INSTALLATION MANAGEMENT COMMAND  
HEADQUARTERS, U.S. ARMY GARRISON-YONGSAN  
UNIT #15333  
APO AP 96205-5333

IMYN-ZA

22 DEC. 2016

UNITED STATES ARMY GARRISON-YONGSAN (USAG-Y) POLICY LETTER # 38

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Interactive Customer Evaluation (ICE) Policy

1. **REFERENCES:**

a. Department of Defense (DoD) Interactive Customer Evaluation (ICE) System Policy, 01 July 2007 and 31 July 2009.

b. Installation Management Command (IMCOM) Policy Memorandum 5-1-1, Interactive Customer Evaluation (ICE) Policy, 29 May 2012.

c. 2010 Installation Management Community Leader Handbook

d. Installation Management Campaign Plan 2020 Operational Design, LOE 3, Effective Communications – Constant Communication and Continuous Feedback

2. **PURPOSE:** To define the applicability, implementation, responsibilities and maintenance of the USAG-Y ICE Program and establish the program's methods, goals and objectives.

3. **APPLICABILITY:** This policy governs the USAG-Y ICE Program and applies to all directorates, supporting offices, separate organizations and service providers of all levels who provide customer service to USAG-Y and the surrounding military community.

4. **GENERAL:** ICE is an internet accessible program designed to allow immediate customer feedback to service provider managers of services and programs provided to USAG-Y community. ICE integrates customer feedback for all services provided allowing the installation to implement, sustain, report, and improve service from one system within USAG-Y. The program allows immediate customer feedback to all service providers, obtains suggestions in improving the quality of service to all constituent groups (Service members, Retirees, Veterans, DOD Civilians and Family members), and identifies issues affecting their well-being. ICE is accessed from any computer terminal with internet access or using ICE hard-copy comment cards. No personally identifiable information (PII) is displayed nor requested, except for limited