



UNITED STATES MARINE CORPS  
MARINE CORPS RECRUIT DEPOT/EASTERN RECRUITING REGION  
PO BOX 19001  
PARRIS ISLAND, SOUTH CAROLINA 29905-9001

In Reply Refer To:  
DepO 5232.1B  
G-1 CPM/ICE

31 MAR 2017

DEPOT ORDER 5232.1B

From: Commanding General  
To: Distribution List

Subj: INTERACTIVE CUSTOMER EVALUATION (ICE) ONLINE SYSTEM

Ref: (a) DoD WHS QMO Memorandum

1. Situation. The reference is the Department Of Defense Washington Headquarters Services Quality Management Office's memorandum on the Interactive Customer Evaluation (ICE) system policy. The ICE system was implemented June 2003 and is designed for service members and patrons to provide customer service feedback on a variety of services, programs or functions found aboard the Depot, or any military installation supporting the ICE system. This Order is updated to educate and encourage Marine Corps Recruit Depot/Eastern Recruiting Region, Parris Island (MCRD/ERR, PI) personnel on the use of the online ICE system at <http://ice.disa.mil>.

2. Cancellation. DepO 5232.1A.

3. Mission. The ICE system operates at no cost to the command and was developed to improve the morale and welfare for the "customers", i.e., military members, their families, sponsored visitors, and DoD civilian employees. The online comment cards enable customers to, at their convenience, rate services(s) received or make suggestions for process improvement; and if requested, expect a timely and sufficient response by the service provider manager.

4. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent. The ICE system is intended to be a helpful tool for service provider managers to receive evaluations from their customers regarding work processes. It also gives the command leadership timely data on quality of life issues and provides opportunities to benchmark progress with other DoD partners. This system, as with any other evaluation system, has the potential to be abused. Misuse by program managers at any level will not be tolerated; this includes unnecessary delay, or unprofessional tone, or insufficient information in response to customers. The customer can elect to be anonymous or, in the event they want a response to their comment submission, provide their contact information (name, phone number, and/or email address).

(2) Concept of Operations. The ICE System Site Administrator will ensure the contents of this order are reviewed at least annually and that updates are published as required. The following personnel will play a key role in the administration of the ICE System:

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(a) ICE System Site Administrator. The Depot's point of contact for the ICE System serves as the ICE System Site Administrator. The Site Administrator will promote the use of the system, act as liaison to senior leaders, service provider managers, and customers, and ensure that the information about the installation in the ICE database is accurate by maintaining and updating the data as necessary. The Site Administrator must also maintain an accurate list of the Depot's service provider managers (by name and contact information) at all times for immediate action on Customer Comment Cards received. The Site Administrator is the ICE subject matter expert who can provide guidance and training as needed. The Site Administrator for MCRD/ERR PI's ICE system can be reached at Commercial (843) 228-3955, DSN 335-3955; or email to linda.pierce@usmc.mil.

(b) Service Provider. Any function, program, or facility offered aboard the Depot is a service provider (SP). Each SP listed in the ICE system has a Customer Comment Card containing at least six basic questions for customers to complete and submit regarding their experience with that function, program, or facility. The responses to these questions are electronically forwarded via email to the designated service provider manager.

(c) Service Provider Managers

1. Each service provider section head will designate at least two (2) individuals to act as Service Provider Managers (SPM). If a contractor provides services, the designated government representative (DGR) should be the SPM. A designated SPM should be someone with seniority and experience in the service field. Service provider evaluations are not to be taken lightly by having subordinate personnel designated as SPMs. As soon as a new SPM is identified, he/she must contact the Site Administrator for training on their duties and responsibilities. The Site Administrator maintains the service provider list in the ICE system database and must be informed promptly when there is a turnover of service provider managers to ensure that the list is current.

2. Service Provider Managers receive via email the ICE Customer Comment Card submissions from whs.pentagon.em.list.icesubmit@mail.mil. These emails contain customer evaluations on the quality of their work processes, employee work performance, and customer service.

3. The SPM serves as the primary voice on behalf of the command and must therefore take his/her responsibility seriously. The manager must acknowledge receipt of the comment card to the customer within forty-eight (48) hours and, if the customer requests a response, provide resolution as soon as possible, but not later than five (5) working days. If the matter is not able to be resolved in this time, periodic status reports should be provided to the customer on the resolution of the issue(s) until final disposition occurs. The manager will also courtesy copy/inform the Site Administrator with action taken toward resolution (to a complaint). While every recommendation cannot feasibly be met to the customer's satisfaction, the manager must at least ensure that the customer understands the justification for not implementing their recommendations (e.g., understaffing, against policy, budget shortfalls, etc.). If the comment card was submitted anonymously, then the feedback disposition is left to the discretion of the SPM and their supervisors.

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4. If the comment card contains positive remarks regarding excellent customer service or user-friendly work processes, this information should be shared with section personnel to acknowledge and reinforce the appropriate attitudes and processes. If the comment card contains negative remarks regarding poor customer service, difficult work processes, or substandard service environments, this information should be considered for prompt corrective action (e.g., employees should be privately counseled; work processes re-evaluated, streamlined or automated; service environment brought up to standard where feasible).

5. Service provider managers should consider the contents of every customer comment card as sensitive in nature, and handle the comments in the most professional manner possible. The ICE database system is designed to keep the identity of a patron confidential, thus the manager must maintain that confidentiality when the patron provides their contact information for any feedback on his/her comment card. This is extremely important when dealing with any comment, either positive or negative in nature.

b. Subordinate Element Tasks

(1) Commanders, Staff Section Heads and Officers in Charge (OICs) shall ensure that all personnel under their charge, civilian and service members are well versed in the spirit and intent of this Order.


(2) Commanders and staff section heads are to inform the Site Administrator when there is a turnover of SPMs to ensure system continuity and accuracy through proper program training and information. In accordance with current work process improvement policies, commanders and staff section heads will assist SPMs in implementing appropriate changes where necessary and/or as directed by the Chief of Staff. This is especially important where cost savings, productivity, efficiency, and/or customer service may be improved.

5. Administration and Logistics. The AC/S G-1 is designated as the command sponsor of this Order. All recommendations and requests for changes to the policies and procedures contained in this order will be forwarded to the AC/S G-1(CPM/ICE) for review and incorporation into future revisions to policy.

6. Command and Signal

a. Command. This Order is applicable to all MCRD/ERR PI personnel.

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

  
A. H. SMITH  
Chief of Staff

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