



UNITED STATES MARINE CORPS
MARINE CORPS LOGISTICS BASE
814 RADFORD BOULEVARD STE 20302
ALBANY, GA 31704-0302

BO 5700.3A
CO1004

BASE ORDER 5700.3A

JAN 7 2008

From: Commanding Officer
To: Distribution List

Subj: INTERACTIVE CUSTOMER EVALUATION (ICE) PROGRAM MANAGEMENT

1. Situation. The ICE program enables the Command to provide quality support to the Base community. Customer responses are utilized to implement change, identify improvement opportunities, and provide customers with an avenue to compliment those front door service providers who are supplying outstanding support.

2. Cancellation. BO 5700.3.

3. Mission. The purpose of this order is to define MCLB Albany's policy covering the administration and use of the ICE system.

4. Execution. ICE is an internet-based customer satisfaction system that provides on-line, real-time reports of customer satisfaction to community managers. Base organizations may choose not to use the ICE system for purposes of internal management; however, managers need to be aware that the Commanding Officer uses ICE as an important tool for assessing the Base's performance.

a. System Administration. MCLB Albany's Business Performance Office, in coordination with the Office of the Secretary of Defense, Quality Management Office, will administer the ICE system. The Site Administrator is responsible for the following:

(1) Review ICE data for information requiring updates and information quality.

(2) Assist managers and their front door service providers with using, analyzing, and reporting their customer satisfaction data.

b. Data Access and Control. All data access and control issues relating to the ICE system will be decided by the Commanding Officer, MCLB Albany. Reports, such as comparative satisfaction results by department or category and "run charts" for historical information, are available to the service managers, site administrator, and the chain of command as appropriate to their level within the organization.

c. Organizations Listed on ICE. All organizations within MCLB Albany providing direct services to community residents and customers will be included in the ICE system.

d. Front Door Service Providers. Front door service providers are defined as those individuals responsible for managing the day-to-day operations of their service. Front door service providers will:

(1) Ensure the customer comment card for their service is updated and accurate.

BO 5700.3A

(2) Respond quickly to customer comments that require a response (see complaint management and response time, section f).

e. Base Employees. All base employees with e-mail access will alter their e-mail signature block to contain the following statement:

"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 service you better. Thank you. http://ice.disa.mil/index.cfm?fa=site&site_id=361"

f. Complaint Management and Response Time. Front door service providers will provide an initial response to customers requesting a direct reply to their comment card within five working days from the time of submission. These customers are defined as those who check the response requested box and provide their name and an e-mail address, a phone number or both so that they may be contacted. Front door service providers will report actions taken in the follow-up section of the customer comment report.

5. Administration and Logistics. None.

6. Command and Signal

a. Command. This order applies to all personnel assigned to MCLB Albany.

b. Signal. Questions regarding this order can be directed to MCLB Albany's Business Performance Office. This order is effective on the date signed.


C. N. HALIDAY

DISTRIBUTION: A