



DEPARTMENT OF THE ARMY  
HEADQUARTERS, US ARMY SUPPORT ACTIVITY, FORT DIX  
5417 ALABAMA AVENUE  
JOINT BASE MCGUIRE-DIX-LAKEHURST, NEW JERSEY 08640-5000

IMDI-ZA

02 Sep 2016

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Rescindment of US Army Support Activity, Fort Dix Command Policy Memorandum #15 - Interactive Customer Evaluation (ICE) Policy, 14 August 2015

1. Reference US Army Support Activity, Fort Dix Command Policy Memorandum #15 - Interactive Customer Evaluation (ICE) Policy, 14 August 2015.
2. The reference policy memorandum is hereby rescinded.

A handwritten signature in black ink, appearing to read "M. Klein", with a long horizontal line extending to the right.

MARTIN F. KLEIN  
COL, LG  
Commanding

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**DEPARTMENT OF THE ARMY**  
HEADQUARTERS, US ARMY SUPPORT ACTIVITY, FORT DIX  
5417 ALABAMA AVENUE  
JOINT BASE McGUIRE-DIX-LAKEHURST, NEW JERSEY 08640-5001

IMDI-PI

14 August 2015

**MEMORANDUM FOR SEE DISTRIBUTION**

**SUBJECT: US Army Support Activity, Fort Dix Policy Memorandum #15 - Interactive Customer Evaluation (ICE) Policy**

1. This policy memorandum supersedes US Army Support Activity, Fort Dix Command Policy Memorandum #21 - Interactive Customer Evaluation (ICE) Policy, dated 16 July 2012.

2. **PURPOSE:** The purpose of this memorandum is to set forth policy covering applicability, implementation, responsibilities, and maintenance of the USASA, Fort Dix ICE Program. The ICE Web site is an internet-accessible site designed to allow immediate customer feedback to service provider managers on USASA, Fort Dix. ICE integrates customer feedback for all service provider areas, allowing the installation to implement, sustain, report, and improve services from a centralized system.

3. **APPLICABILITY:** This policy governs the purpose and use of the USASA, Fort Dix, ICE Web site and applies to all service providers, managers, directorates and organizations associated with providing customer service on behalf of USASA, Fort Dix to the surrounding military community.

4. **IMPLEMENTATION:** The ICE Web site will allow immediate customer feedback to all service providers including improving the quality of service to all constituent groups (Soldiers, Retirees, Veterans, DoD Civilians and Family Members), and identifies issues affecting their well-being. The ICE site can be accessed from any computer terminal or kiosk with Internet access.

5. The automated customer feedback system:

a. Will immediately generate an electronic customer comment to the service provider manager.

b. Provides immediate input on the satisfaction level of the service provider to managers, directors, garrison, and organizational commanders.

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SUBJECT: US Army Support Activity, Fort Dix (USASA, Fort Dix) Command Policy  
Memorandum #15 - Interactive Customer Evaluation (ICE) Policy

c. Provides immediate feedback ratings on facility appearance, employee/staff attitude, timeliness of service, hours of service, and whether or not the product met the needs of the customer for each service provider area.

d. Allows immediate reporting of customer satisfaction for use on the services received assessments that affect Baldgridge Performance Excellence and the Organizational Self Assessment (OSA).

e. Promotes the use of the USASA, Fort Dix ICE Site to provide a positive customer/service provider relationship.

5. Garrison Commanders will monitor the ICE Site and evaluate service provider performance and promote the use of the USASA, Fort Dix ICE Site to maintain standard levels of quality service.

6. POC is Mr. Andre Mixon, ICE Site Administrator, USASA, Fort Dix, COMM 609-562-6669, DSN 562-6669.

  
SHELLEY L. BALDERSON  
COL, SC  
Commanding

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