



UNITED STATES MARINE CORPS
MARINE CORPS INSTALLATIONS EAST-MARINE CORPS BASE
PSC BOX 20005
CAMP LEJEUNE NC 28542-0005

5000
G-4
02 MAY 2014

COMMANDING GENERAL'S POLICY LETTER 14-14

From: Commanding General
To: Commanding Officer, Weapons Training Battalion and
General and Special Staff Department Heads

Subj: USE OF THE INTERACTIVE CUSTOMER EVALUATION SYSTEM

1. Continually assessing and improving this command's performance is critical. The Department of Defense Interactive Customer Evaluation (ICE) System is a good tool for monitoring customer satisfaction, making command assessments, and identifying unforeseen requirements.

2. Cancellation. CO Policy letter 04-10.

3. For ICE to be a productive tool, an effective feedback mechanism is required. Therefore, to ensure maximum usefulness of the ICE System, the following guidance is provided:

a. All staff sections will encourage the use of the ICE System and solicit input from their customers.

b. ICE comment cards will reflect the following statement for benefit of the submitter:

"If you have requested a response and provide contact information, you can anticipate a response within 24 hours or the next working day. If you do not receive a timely answer, please call 4XX-XXXX." (These telephone numbers will be those of the department head and deputy)

c. The designated Service Provider Managers (SPM) in each staff section are responsible for answering ICE comments that request a reply within 24 hours or the next working day by telephone or email. If a complete answer cannot be provided in that time frame, an interim reply will be submitted indicating the issue is being addressed, or has been redirected to the proper staff section. If the primary SPM will be absent for an extended period, the alternate SPM will ensure replies are provided in a timely manner.

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d. The follow-up function for each comment card will be completed by the SPM. In cases where a response is not requested, but an issue requires resolution, follow-up information must reflect action taken. The SPM will use the auto-complete button to perform the follow-up for comment cards that rate a service provider, but do not provide a comment or contact information.

e. Department heads and deputies shall be registered in ICE and provided "Reports plus Comments plus Follow-up" access in ICE to facilitate their review.

f. The Commanding Officer, Weapons Training Battalion, department heads, and their deputies shall routinely review all ICE comments, replies, and follow-up actions under their cognizance in order to ensure effective use of ICE feedback to improve operations.

g. The ICE Site Manager will monitor all Marine Corps Base, Camp Lejeune (MCB CAMLEJ) ICE comments and responses to ensure timeliness, accuracy, and that the proper commanders or directorates are responding. The ICE Site Manager will identify trends and/or problems and report them to the Chief of Staff immediately.

4. Point of contact for this command is the MCB CAMLEJ ICE Site Manager, G-4, at (910) 451-9465.



R. F. CASTELLVI

MCIEAST-MCB CAMLEJ ROUTE SHEET

X - ORIGINATOR OR OFFICE AFFIXING ROUTE SHEET A - APPROPRIATE ACTION B - GUIDANCE C - SIGNATURE D - COMMENT E - RECOMMENDATION F - CONCURRENCE G - INFORMATION ROUTING - USE NUMBERS TO SHOW ORDER OF ROUTING	H - RETURN TO <u>1 X</u> I - INITIAL J - DISPOSITION K - DECISION L - RETENTION M - APPROVAL R - REVIEW O - OTHER _____	DATE 28 Mar 2014	ADJ TR # 446
		SUBJECT USE OF THE INTERACTIVE CUSTOMER EVALUATION SYSTEM	
		REFERENCE	

NATURE OF ACTION ROUTINE	ORIGINATOR Donna Padgett	DUE DATE May 7	REFERENCES HELD BY (Name, Grade, Office, Telephone Ext) Dale Cone, GS-13, CRM, 451-9465
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RTG	CODE	ADDRESSEES	DATE		INITIALS		REMARKS & SIGNATURE
			IN	OUT	CONCUR	NON CONCUR	
8	C	CG		4/30	CG		Background: To establish ICE Policy. Remarks: This Policy letter cancels previous CO Policy letter 4-10. Request CG signature. Electrons available. Updated to reflect new command no other significant but admin edits made. TLF
		AIDE					
		SECRETARY					
7	F	DEP COMMANDER		4/30	Clark		
6	K	COS		4/30	MG		
		SGTMAJ					
5	R	SSEC	30 APR	30 APR	mm		
		PROTOCOL COORD					
4	A	ADMIN COORD	4/29	4/30	SP		
3	A	CG ADMIN	4/29	4/29	TLF		
		ADJUTANT	4/29	4/29	TLF		
3	R	ASSISTANT ADJUTANT	4/24	4/24	CG		
2		ADJ ADM CHIEF	4/24	4/24	CG		
		AC/S G-1					
		AC/S G-3/5					
1	X	AC/S G-4	28 Mar 14	4/1/14	CG		
		AC/S G-6					
		AC/S G-7					
		AC/S G-8					
		AC/S G-F					
		AC/S MCCS					
		AC/S SES					
		BPO					
		CHAPLAIN					
		CIG					
		CONTRACTING					
		DISBURSING					
		EACO					
		EOA					
		LSSS-E					
		OICC					
		PAO					
		SAFETY					
		SBS					
		SJA					

RECEIVED
APR 01 2014

"FOR OFFICIAL USE ONLY"

Figure 23-1.--MCIEAST-MCB CAMLEJ ROUTE SHEET
23-6

CG PLY Hr 14-14

Adjutant / MCIEAST Adj / Directives / MCIEAST-MCB CAMLEJ Directives (Working) / Working Folder /