



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

5000

G-4

MAY 24 2019

COMMANDING GENERAL'S POLICY LETTER 009-19

From: Commanding General

To: Distribution List

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. CG Ply ltr 14-14.

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 the number listed on your comment card." (These telephone numbers will be those of the site manager/service provider manager)

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. The ICE Site Manager will monitor all Marine Corps Installations East-Marine Corps Base, Camp Lejeune (MCIEAST-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 MCIEAST-MCB CAMLEJ ICE Site Manager, G-4, at (910) 451-9465.



BENJAMIN T. WATSON

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