DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT BELVOIR
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FORT BELVOIR, VIRGINIA 22060-5928

IMBV-PAI

14 December 2016

MEMORANDUM FOR US Army Fort Belvoir Garrison Directors

SUBJECT: Fort Belvoir Policy Memorandum #47, Garrison Interactive Customer Evaluation (ICE) Program

1. REFERENCE. Installation Management Command (IMCOM) Policy Memorandum 5-1-1 Interactive Customer Evaluation Policy, 29 September 2015.

2. PURPOSE. To provide guidance for maintaining and promoting an ICE program that effectively captures customer feedback and monitors service provider responses.

3. APPLICABILITY. This policy applies to all service providers, directorates and managers under the operational control of Fort Belvoir Garrison.

4. POLICY.

a. The U.S. Army Garrison Fort Belvoir is a customer oriented installation. We provide services at the retail level. .Our goal is satisfied customers.

b. One of the most valuable tools available to garrison managers and leaders is feedback. Managers are expected to actively solicit and assess feedback, and make iterative improvements based on the validity of the assessments.

c. We ask our customers to take the time to provide feedback through the ICE System and expanded use of social media. Together, we make Fort Belvoir *"The Installation of Choice in the National Capital Region – Every Day Better."*

5. PROPONENT. The proponent for this policy is the Plans, Analysis, and Integration Office at 805-3468, DSN 655-3468.

ANGIE K. HOLBROOK
Colonel, AG
Commanding

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