



DEPARTMENT OF THE NAVY  
COMMANDER NAVY RESERVE FORCES COMMAND  
1915 FORRESTAL DRIVE  
NORFOLK VA 23551-4615

COMNAVRESFORCOMINST 1152.1D  
N4  
6 Dec 2018

COMNAVRESFORCOM INSTRUCTION 1152.1D

From: Commander, Navy Reserve Forces Command

Subj: NAVY RESERVE INTERACTIVE CUSTOMER EVALUATION STANDARDS

Encl: (1) Command Customer Service Representative Requirements  
(2) Interactive Customer Evaluation Command Assessment Criteria

1. Purpose. This instruction provides guidance on Commander, Navy Reserve Forces Command's (COMNAVRESFORCOM) Interactive Customer Evaluation (ICE) program.

2. Cancellation. COMNAVRESFORCOMINST 1152.1C.

3. Discussion

a. The mission of the Navy Reserve is to deliver strategic depth and operational capability to the Navy, Marine Corps, and Joint Forces. Reserve Component Commands (RCC), Navy Operational Support Centers (NAVOPSPTCEN), and Navy Reserve Professional Development Center (NAVRESPRODEVCCEN) enable Reserve Sailors to be ready to mobilize to meet this mission.

b. RCCs and NAVOPSPTCENs act in a supporting role by complementing and sustaining their Reserve augmentation units' current operations, training, and mobilization readiness. Their customer is the Reserve Sailor. COMNAVRESFORCOM's ICE program allows customers to rate products and services. Comment card ratings can then be used to improve those products and services.

4. Policy

a. Proactive and dedicated support of Reserve Sailors is the bedrock of COMNAVRESFOR's mission. To ensure the Navy Reserve achieves mission success, COMNAVRESFORCOM, and all subordinate echelon commands will adhere to the standards and requirements listed in this instruction.

b. The ICE system is a web-based set of tools for collecting customer feedback from users via online comment cards. It is a mechanism for leaders to analyze ICE user comments to reinforce effective practices and identify opportunities to improve ineffective processes in achieving mission support. ICE is a continuous feedback system based on comment cards rather than actual surveys.

c. The purpose of the ICE system is to collect feedback about provided products and services to enhance continuous improvements in delivering the highest practical level of mission support.

d. The ICE system MUST NOT be used for gathering data unrelated to the products or services provided by Reserve Activities, conducting employee surveys, conducting organizational assessments, rating or ranking employees, determining salary, employment actions, or determining contract compliance.

## 5. Action

a. The Department of Defense (DoD) ICE system is a voluntary web-based tool which collects feedback on products and services provided by various organizations throughout DoD. The ICE web-site address is: <http://ice.disa.mil/>. The Navy Reserve uses ICE comment card ratings to improve customer service by:

(1) Allowing customers to quickly and easily provide feedback to COMNAVRESFORCOM's service providers. Customer name and contact information is not required; however, it is highly encouraged in order to properly address significant challenges.

(2) Giving leadership timely data on service quality, and visibility of customer satisfaction with products and services provided by their command.

(3) Permitting managers to benchmark the performance of their service providers against other Navy and DoD organizations.

(4) Promoting best practices through communication across organizations to increase performance.

b. COMNAVRESFORCOM and all subordinate commands shall maintain an active link to the ICE web-site on their Navy Reserve Homeport page and in the plan of the month (POM).

c. All assigned staff members shall include a link to their command's ICE webpage on their e-mail signature block to allow easy access to ICE.

d. Navy Reserve echelon 4/5 leadership triad shall actively maintain an ICE manager account for their respective unit(s).

6. Roles. COMNAVRESFORCOM Logistics (N4) is assigned as the primary organizational manager for COMNAVRESFORCOM, NAVRESPRODEVCON, RCCs, and NAVOPSPTCENs. RCC commander is assigned as the primary organizational manager for their Region and their respective NAVOPSPTCENs. The Senior Enlisted Leader (SEL) shall be the alternate.

a. Commanders and commanding officers shall:

(1) Act as the command ICE Representative (ICEREP) but may delegate this responsibility to the Chief of Staff or Executive officer. This responsibility may not be delegated any lower.

(2) Ensure all assigned Sailors understand using ICE to provide a customer service feedback is voluntary and can be submitted anonymously if desired.

(3) Display ICE posters in passageways to advertise the availability of ICE as a customer feedback mechanism.

(4) Request and maintain an ICE manager account and request termination of access upon relief. Manager access will be requested from COMNAVRESFORCOM (N4). RCC ICEREP will request organizational manager access using enclosure (1). NAVOPSPTCEN ICEREP will request access via e-mail to CNRFC\_N4\_CUSTSRV@navy.mil.

(5) Take action, as required, on ICE comments pertaining to their command. All ICE comments requesting feedback must have follow up action completed within 3 business days from submission. Echelon 4 ICE comments shall not be transferred to the echelon 5 ICEREP.

(6) Provide annual training to their staff on ICE principles and best practices formulated from historical command ICE comments. Record training and maintain in HPE Records Management.

b. Command SELs:

(1) Act as alternate command ICEREP.

(2) Ensure all assigned Sailors understand using ICE to provide a customer service feedback is voluntary and can be submitted anonymously if desired.

(3) Display ICE posters in passageways to advertise the availability of ICE as a customer feedback mechanism.

(4) Request and maintain an ICE manager account and request termination of access upon relief. Manager access will be requested from COMNAVRESFORCOM (N4). RCC ICEREP will request organizational manager access using enclosure (1). NAVOPSPTCEN ICEREP will request access via e-mail to CNRFC\_N4\_CUSTSRV@navy.mil.

(5) Forward customer feedback from higher echelons to the commanding officer and assist in generating follow-up responses.

7. Records Management. Records created as a result of this instruction, regardless of media and format, must be managed per Secretary of the Navy Manual 5410.1 of January 2012.

8. Review and Effective Date. Per NAVADMIN 268-18, COMNAVRESFORCOM N4 will review this instruction annually on the anniversary of its issuance date to ensure applicability, currency, and consistency with Federal, DoD, SECNAV, and Navy policy and statutory authority using OPNAV 5215/40 Review of Instruction. This instruction will be in effect for 10 years, unless revised or cancelled in the interim, and will be reissued by the 10-year anniversary date if it is still required, unless it meets one of the exceptions in OPNAVINST 5215.17A, paragraph 9. Otherwise, if the instruction is no longer required, it will be processed for cancellation as soon as the need for cancellation is known following the guidance in OPNAV Manual 5215.1 of May 2016.

  
T. W. LUSCHER

Releasability and distribution:

This instruction is cleared for public release and is available electronically only via COMNAVRESFORCOM Website, <https://www.mynrh.navy.mil/>

6 Dec 2018

Command Customer Service Representative Requirements

IN REPLY REFER TO:

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Date

From: Commander, Navy Region  
To: Director, Interactive Customer Evaluation Program  
Via: Commander, Navy Reserve Forces Command (N4)

Subj: REQUEST FOR ORGANIZATIONAL MANAGER AND COMMENTS LEVEL  
ACCESS FOR THE INTERACTIVE CUSTOMER EVALUATION PROGRAM

1. Request the following individual administrator access for *Navy Region XXXX* level within the Interactive Customer Evaluation (ICE) system as indicated below:

- a. Name:
- b. E-mail:
- c. Phone:
- d. Organizational level: *NAVREG XXXX*
- e. Reason for access: Organizational Manager

2. I verify that the individual listed above has a need for the requested access and will use the ICE system for their specific job-related task only.

3. The point of contact in regards to this matter is CDR I. M. CSO, who may be reached at (555) 555-5555 or via e-mail at [imcso@navy.mil](mailto:imcso@navy.mil).

I. M. CSO

Interactive Customer Evaluation Command Assessment Criteria

LM-X: Interactive Customer Evaluation (ICE) Standards

Ref: (a) COMNAVRESFORINST 1152.1

1. Do the command ICE representatives have an active ICE account?
2. Is annual training provided to the staff on the ICE principles and best practices? Is documentation retained in HPE Records Management?
3. Does the Reserve Activity advertise ICE as a customer service feedback mechanism?
4. Is an ICE link provided on the command's homepage and POM?
5. Do all assigned staff members include a link to the Reserve Activity ICE web-site on outgoing emails?
6. Are responses generated to all ICE feedback which response was requested within 3 business days?
7. COMNAVRESFORCOM ICE standards inspector will review ICE feedback in the last year to ensure proper feedback is occurring.
  - a. Are ICE comments with negative feedback evaluated for procedural changes and corrective action?
  - b. Are ICE comments with positive feedback discussed as specific incidents of outstanding customer service and recognized via command quarters, POM, etc.?