

SUPPORTING STATEMENT FOR  
THE INTERACTIVE CUSTOMER EVALUATION SYSTEM

A. JUSTIFICATION

1. Need for Information Collection

The purpose of the Interactive Customer Evaluation (ICE) system is to provide the Defense community with an on-line customer feedback system, replacing the current paper comment cards and other customer satisfaction data collection mediums used by DoD organizations. Members of the public who respond on the ICE system are authorized customers and have been provided a service through DoD customer service organizations. The ICE provides a direct channel for customer needs, complaints, and suggestions in areas such as Education, Housing, Medical Facilities, Pass and ID, and installation shopping centers.

In accordance with DoD Directive 5105.53, the Office of the Secretary of Defense, the Director of Administration and Management, has the responsibility to review, evaluate and develop recommendations to improve the organization, functions and management of DoD activities and programs. The ICE system provides a medium required by Executive Order 12862 to survey customers and make information, services and complaint systems easily accessible. The ICE system also furthers on the DoD's information management goals, which implements Section 5123 of the Clinger-Cohen Act of 1996. The goal is to improve the efficiency and effectiveness of agency operations through the use of information technology by providing services that satisfy customer information needs.

2. Use of Information

Customer responses are sent to the appropriate facility and/or service manager. This system was developed to improve the timeliness, quality, and quantity of feedback given by customers to DoD service providers. This timely feedback allows service providers to quickly improve the quality of their services, thereby enhancing the quality of life for all members of the defense community. The data residing in the ICE system also gives community commanders, deputy commanders in chiefs, and others an opportunity to review, assess, and improve current service quality.

The following six (6) questions and a text comments block are displayed on every ICE online comment card.

- Facility Appearance (Excellent to Awful)
- Employee/Staff Attitude {Excellent to Awful}
- Timeliness of Service {Excellent to Awful}
- Hours of Service {Excellent to Awful}
  
- Did the product or service meet your needs? {Y/N}
- Were you satisfied with your experience at this office / facility? {Y/N}

Additionally, one or more questions of the following types may be displayed on an individual comment card or group of comment cards.

- Customer's demographic grouping  
For example:
  - o Your Status {list: Active Duty, Reserve, etc.}
  - o Your Rank {list: Officer, Enlisted, etc.}
  - o Your Branch of service {list: Air Force, Army, Navy, etc.}

- o Did you present yourself as a family member of a military sponsor when you requested/received this service? {Y/N}

*Note: In the future, the specific demographic questions listed above may become standard on all cards*

- Customer's familiarity with or utilization of the indicated service  
For example:
  - o How familiar are you with [our] services? {list}
  - o How often do you contact us for support? {list}
  - o What is your primary method of contacting [us]? {list}
  - o What level of importance is [this specific service] to you? {list}
- Clarification of the specific service utilized  
For example:
  - o Which service did you use? {list}
  - o Which office provided you the service? {list}
  - o What facility was used? {list}
- Rating of or satisfaction with attribute of indicated service/product  
For example:
  - o Rate usefulness of the [service] {{Excellent to Awful}}
  - o How would you rate the availability of employees to assist you? {Excellent to Awful}
  - o How would you rate the quality of the service that you received? {Excellent to Awful}
  - o How satisfied were you with the timeliness of the services? {list}
  - o How would you rate the site overall in ease of use? {Excellent to Awful}
- Rating of or satisfaction with specific underlying services, products or specific sub-tasks  
For example:
  - o Availability of Equipment {Excellent to Awful}
  - o Quality of [Hunting & Fishing Gear] {Excellent to Awful}
  - o How would you rate the training materials? {Excellent to Awful}
- Rating of or satisfaction with personnel providing the service  
For example:
  - o How would you rate the professionalism of our staff? {Excellent to Awful}
  - o Employee/staff knowledge/expertise {Excellent to Awful}
  - o Staff Responsiveness to Your Issue {Excellent to Awful}
  - o Satisfaction with staff in the process of obtaining additional info/guidance {Excellent to Awful}

### 3. Use of Information Technology

The ICE system is a totally web-based application that fully utilizes current information technology to collect customer feedback. The ICE system uses information technology to replace current customer satisfaction data collection mediums. Customers are allowed to submit responses via the internet, which reduces the burden upon them in providing valuable feedback to the service providers.

### 4. Non-Duplication

Some facilities currently collect this type of information on paper comment cards and questionnaires. This is a very labor intensive and time consuming process for both the customer and the service provider. The ICE system is designed to replace the current paper medium. Therefore, there should be no duplication of effort.

### 5. Burden on Small Business

There is no significant economic impact on a substantial number of small entities.

6. Less Frequent Collection

Response is totally voluntary in nature and only occurs when the customer chooses to provide feedback to the service provider.

7. Paperwork Reduction Guidelines

There are no special circumstances. This collection of information is conducted in a manner consistent with 5 CFR 1320.5(d)(2).

8. Consultation and Public Comments

- a. The Department of Defense, Office of the Director for Administration and Management, published notice on July 24, 2009 (74 FR 36674), seeking public comment regarding this information collection for a 60-day period. No comments were received.
- b. Multiple discussions have taken place with respondents who previously used the paper medium to provide feedback. They indicated that they would prefer to provide their feedback on-line.

9. Gifts of Payment

No payment or gift is made to respondents.

10. Confidentiality

There are no personal demographics collected. All the information goes from the Internet into a database. No completed forms or surveys are collected.

11. Sensitive Questions

There are no sensitive questions. The only responses are opinions on the service provided.

12. Respondent Burden Hour Estimate

Estimation of Respondent Burden: It takes approximately three minutes to fill out a comment card or survey. There are approximately 812,540 members of the public per year that will submit responses via the ICE system. The estimate of respondent burden is computed as follows: 812,540 @ 3 minutes each = 2,437,620 minutes or 40,627 hours.

13. Respondent Costs Other Than Burden Hour Costs

- a. Total capital and start-costs: There is no cost to respondents.
- b. Total operation and maintenance costs: There is no cost to respondents.

14. Costs to the Federal Government

The annualized costs to the Federal Government were computed by a Certified Public Accountant as follows:

Category	Cost
CPA certified annual costs to the government	\$1,000,000
CPA certified savings to the government	\$11,125,160
Total cost to the Federal Government	-\$10,125,160

15. Reason for Change in Burden

The change in burden is to make an allowance for increasing usage of the ICE throughout the Department of Defense.

16. Publication of Results

Customers receive immediate feedback on-line comparing their responses to the ratings of other respondents. Managers can view summarized responses for any specified time period. There is no published report.

17. Non-display of OMB Expiration Date

The OSD Office of Administration and Management is not seeking a waiver from the requirement to display the expiration date of the OMB approval of the information collection.

18. Exceptions to the Certification Statement

No exceptions to the certification statement are being sought.

**B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS**

Not applicable. There is no statistical sampling involved in the ICE system.