



### Who needs access?

Activity Managers designated to review and respond to ICE comments must be registered as ICE Admins.

To request access submit the following to [iwakuni.ice@usmc-mccs.org](mailto:iwakuni.ice@usmc-mccs.org):

- Division Chief approval
- Full name and position title
- Email address
- Phone number
- Activity name
- Building number

### Response rules and expectations

- All ICE comments require a response within 24 hours
- Do **not** reply directly to ICE system emails
- Use your CAC login to access customer contact info (if provided)
- Anonymous comments without contact information:
  - Positive - Response not required
  - Negative - Response required

The **Interactive Customer Evaluation (ICE)** system is a DoD-wide web-based tool that collects customer feedback on services across military installations.

It allows MCCS to

- 📌 Monitor customer satisfaction
- 📌 Identify trends and recurring issues
- 📌 Improve programs, services, and operations
- 📌 Ensure consistency with organization policies
- 📌 Give leadership visibility into operational challenges

### ICE response process

This review process ensures responses are accurate, professional, and aligned with MCCS standards.

#### Customer

Comments submitted to the ICE system.

#### Activity Manager

Review comments and prepare a professional, clear response. Drafts are sent to [iwakuni.ice@usmc-mccs.org](mailto:iwakuni.ice@usmc-mccs.org)

#### Marketing

Responses are reviewed and edited for clarity, grammar, tone, and professionalism.

#### Leadership Review

Responses are routed to the Director or Deputy Director of MCCS for final review and approval.

#### Final Submission

Approved responses are posted in the ICE system by Marketing on behalf of the Activity Manager.

Every ICE comment is an opportunity to fix problems, strengthen trust, and improve operations. Handle them quickly, thoroughly, and professionally.