



**U.S. General Services Administration
Northeast & Caribbean Supply &
Acquisition Center**

Region 2 Industry Day

General Supplies and Services

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October 22-23, 2019



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AGENDA

- FY19 FAS Agency and Industry Feedback Summary
- GSS Customer Feedback
- Industry Engagement & GSS Supplier Feedback
- Q&A



GSS Customer Satisfaction Improvement

2019 GSS Customer Loyalty Survey scores improved in every category

1. Robust action plans to address customer issues raised in previous surveys (issues on upcoming slides)
2. Enterprise-wide cooperation within GSA to improve
3. Communication and partnership with industry to make improvements (thank you!)
4. FY20 under development. How can industry help us improve even more?

Metric	Overall FAS			GSS		
	2017	2018	2019	2017	2018	2019
Loyalty	7.4	7.5	7.6	6.7	6.9	7.4*
Satisfaction	7.4	7.6	7.7	6.8	7.0	7.4*
Best Interest	7.4	7.7	7.9	6.8	7.0	7.4*
Customer Service	7.8	8.0	8.0	7.4	7.7	8.0*
Technology and Systems	7.3	7.5	7.4	6.8	7.0	7.2*
Quality	7.6	7.8	7.8	7.2	7.4	7.7*
Value	7.4	7.7	7.8	6.9	7.1	7.4*
Ease of Acquiring	7.1	7.3	7.4	6.4	6.7	7.1*



Current GSS Customer Feedback

Order Status and Tracking Information - Global Supply and MAS

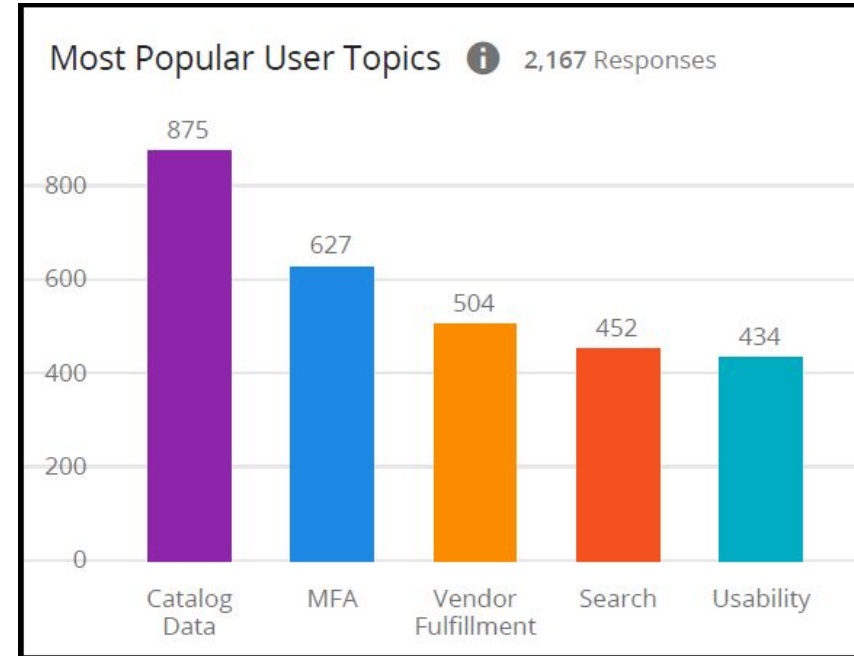
1. Customers expect/need to see automated order status and tracking numbers for every order
2. Mandatory for MAS and Global Supply orders
3. End of September stats:
 - a. Global Supply - 91% compliance
 - b. Advantage - 62% compliance
4. Improvement will drive customer retention and additional business
5. Detailed “how-to” brief later today by Angela Lehman and Elizabeth Van Absher



Current GSS Customer Feedback

GSA Advantage Catalogs

1. Top issue in Advantage transactional surveys and Customer Loyalty Survey
2. Need vendors to maintain current, accurate Advantage catalogs:
 - a. Item availability (reduce cancellations)
 - b. Rich descriptions
 - c. Quality product images
3. Catalog Management Initiative brief by Dena McLaughlin tomorrow





CLS Customer Issue Breakthrough

Minimum Order Thresholds

Compare Available Sources

Quantity: [Add to Cart](#) **Instructions:** Select price below, enter qty at left, then Add to Cart. To view another contractor description, simply select the Contractor in the list below.
◆ Indicates when volume discounts are offered.

	Price/Unit ↕	Features	Contractor ↕	Socio	Green	Photo	Deliv Days ↕	Min Order ↕	FOB/Shipping ↕
●	\$27.63 BX 100			s w wo			5 days delivered ARO	\$1.00	D-CONUS/O-AK,PR,HI
●	\$24.04 BX 100 EA			s			3 days delivered ARO	\$25.00	D-CONUS/O-AK,PR,HI
●	\$45.05 BX 100 EA			s h			10 days delivered ARO	\$25.00	D-CONUS,AK,PR,HI

1. Minimum order thresholds was top GSS customer complaint in 2018 (19% of comments)
2. Action plan included Global Supply contract negotiations to reduce # of products with minimums and deployment of Advantage improvements to allow MAS customers to sort results on minimums
3. Complaints about minimum order thresholds declined to only 2% of comments in 2019 Customer Loyalty Survey



Industry Engagement & Supplier Satisfaction



Office of Customer & Stakeholder Engagement (CASE) Vendor Engagement & Training Division

Industry Engagement & Training

- Supplier Relationship Management Survey (SRMS) Oversight
- FAS Enterprise-wide Industry Engagement & Outreach
- Industry Acquisition and Contract Compliance Training

Customer Agency Training

- Govtwide Acquisition Workforce Training Needs Assessment
- FAS Enterprise-wide Acquisition Training, Curriculum Development & Course Management
- Supplement Regional and Portfolio Training Support as needed



Supplier Feedback Matters!

Supplier Satisfaction Survey Released Annually

- FY19 Supplier Survey closed in May 2019
- 83% of Respondents are Small Businesses
- 7.2% Response Rate (GSS only)



ICYMI: Supplier data in the **right systems** is critical to ensure we solicit feedback from the right people.



Industry's Top Suggestions: How to Improve and Enhance Services

- Relationship with the Contracting Officer
- Plain Language & Concise Communication
- Timely Contract Modification Processing
- Enhance the Partnership
- Improve Flexibility
- Provide More Training





Tell Me More About . . .

Support Services You Receive

- Business Development
- Marketing
- Published Contacts
- Other Support

Training to Administer and Sell Your Products/Services

- Business Opportunities
- Marketing GSA Schedules
- eMods
- eTools (GSA Advantage!, eLibrary, eBuy)
- Training Channels & Training Frequency

The logo for the General Services Administration (GSA), consisting of the letters "GSA" in white on a dark blue square background.

GSA



Partnership! Partnership! Partnership!



Q&A



Contact Information

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Appendix



Communicating Customer Feedback to Industry



5 February 2019

Dear Industry Partner:

The Federal Acquisition Service (FAS) received nearly 13,000 responses to our most recent Customer Satisfaction Survey. This annual assessment measures our agency's performance across the spectrum of FAS acquisition solutions, including even our most common orders, such as for office products, supplies, lease vehicles, and IT products and services. The responses show year-over-year improvements in overall satisfaction, customer service, product & service quality and value, and other survey categories. These improvements are the result of our partnership with you and, above all, your exceptional performance over the past 12 months.

FAS hopes to build on these improvements, and, to do this, FAS will focus on the issues customers have identified. Below are the three main areas of focus, followed by information for our industry partners on how to address them.

- The lack of tracking numbers or order status on shipments.
 - Information explaining how to address these issues is available at <https://vsc.gsa.gov/administration/spd.cfm>
- Incorrect labeling on shipped packages.
 - Information explaining how to address this, including step-by-step instructions on labeling and EDI-supported tracking of shipments, is available at <https://vsc.gsa.gov/administration/spd.cfm>.
- Order cancellations and poor product descriptions and images on GSA Advantage![®]
 - Information explaining how to address these issues is available at <https://vsc.gsa.gov/faq/startup-kit.cfm>.

If any of these issues apply to your orders, please consider using the above information or work with us to address these. We are confident that with your help we can continue to improve our delivery of products.

If you have any questions about the Customer Satisfaction Survey, please email surveys@research.gsa.gov.

Sincerely,

Alan B. Thomas, Jr.

Commissioner, Federal Acquisition Service



17 September 2019

Dear Industry Partner,

GSA's Federal Acquisition Service (FAS) just completed its 2019 Customer Satisfaction Survey, an annual study measuring performance in areas including Customer Service, Product and Service Quality, Ease of Acquiring, and Value. The feedback we receive from this survey helps us gauge whether we're making strides toward our goal of modernizing, simplifying, and improving the Federal buying and selling experience.

I'm excited to share that our results show that Customer Service, Product Quality and Value have increased, and Overall Customer Satisfaction is now at the highest level in 4 years. I want to thank you for all you have done to contribute to these accomplishments. Simply put, FAS couldn't have done it without you!

Along with this positive feedback, our customers have voiced frustration with obtaining order statuses on items purchased through GSA Advantage![®]. In addition to tracking information, customers want to know when and how an order is shipped, and whether it has been canceled or back-ordered.

At the time of the survey, 52 percent of GSA Advantage![®] orders provided tracking information. We know that helping customers see where their orders are and when they'll arrive will improve customer satisfaction and retention, so in May 2019 FAS issued a mass modification requiring Schedule contractors that sell through GSA Advantage![®] to provide status and tracking numbers on all orders.

This has led to business growth for you, our Industry Partners. Specifically, we have seen growth in GSA's requisition channel in fiscal year (FY) 2019. I'm looking to continue to provide customer feedback that includes our areas of strength and our areas for improvement. This will ensure we are positioned for a successful FY 2020.

Again, thank you for your hard work and partnership in serving the Federal Government. If you have any questions about the Customer Satisfaction Survey, please contact: surveys@research.gsa.gov.

Sincerely,

Alan B. Thomas, Jr.

Commissioner, GSA's Federal Acquisition Service