

COMMERCIAL PLATFORMS PROGRAM

– FY2024 Customer Experience Highlights –



CUSTOMER EXPERIENCE is central to the program’s mission. Since implementation, we have worked to ensure the CPP meets the unique needs and requirements of federal agency buyers.

– CUSTOMER FEEDBACK IN KEY PROGRAM AREAS –

Mission enablement • Best value • Time savings • Compliance support

88%

very satisfied with **order fulfillment** (order correct and delivered on time)

87%

very satisfied with **in-stock availability**

84%

very satisfied with **fair and reasonable pricing**

73%

Cited **time savings** as a benefit

82%

very satisfied with **ensuring compliance with agency / government priorities**

9.1 out of 10

reported overall satisfaction with the program



65 Net Promoter Score

Measures customer satisfaction and loyalty, reported as a number from -100 to +100 with above 50 considered excellent



HOW WE WORK TO UNDERSTAND AND SUPPORT OUR CUSTOMERS

Identify

Obtain customer feedback through:

- Customer surveys - **3,200+ responses**
- Training surveys - **685+ respondents**
- Focus groups - **12+ sessions**



Review

Analyze and present findings, noting opportunities for improvement in key areas including:

- purchasing platforms
- training
- customer service



Deploy

Implement findings with a focus on:

- **streamlining the compliance process**
- **modernizing MPT purchasing**
- **maximizing time savings**



Reassess

Track and measure results. Continue quarterly buyer surveys and platform reviews.

Customer Experience Feedback Loop

CX insights have led to improvements in the purchasing process, including **enhanced compliance support** and **simplified, more efficient documentation**.

