

# 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 • Provide best value • Increase productivity • 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**.

