

Welcome to today's presentation on:

Customer Transaction Satisfaction Survey

January 17, 2012 10:30 a.m. PDT

Note: Phones are automatically muted during the presentation. You have the ability to send questions to the host and presenters through the chat feature. They will answer as many of the questions as possible at the end of the presentation. All questions will be captured, and answers sent to all participants within 2 weeks.

If there are multiple attendees at your location, please indicate your city and the number in your group in the chat window (i.e. San Francisco – 3)



Client Enrichment Series

Customer Transaction Satisfaction Survey

Hosted by: Richard Baker, Regional Account Manager,
GSA Northwest/Arctic Region

Introduction by: Denise Seefeldt , National CTSS Program Manager
PBS, Client Intelligence Division

Presented by: Melissa Hager, Program Support Specialist,
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GSA Public Buildings Service

Surveys



GSA, PBS Surveys

| | Tenant Satisfaction Survey | Customer Transaction Satisfaction Survey |
|------------------|--|--|
| Audience | End user – employees in the space (owned & leased buildings) | Decision maker |
| Intent | Improve occupancy of space | Obtain correct workspace |
| Frequency | 3 year cycle by building | After rent starts |
| Method | Surveys in building – paper or electronic | Telephone survey |
| Value | Improve the workspace for employee productivity | Improve our performance on your behalf |

Customer Transaction Satisfaction Survey



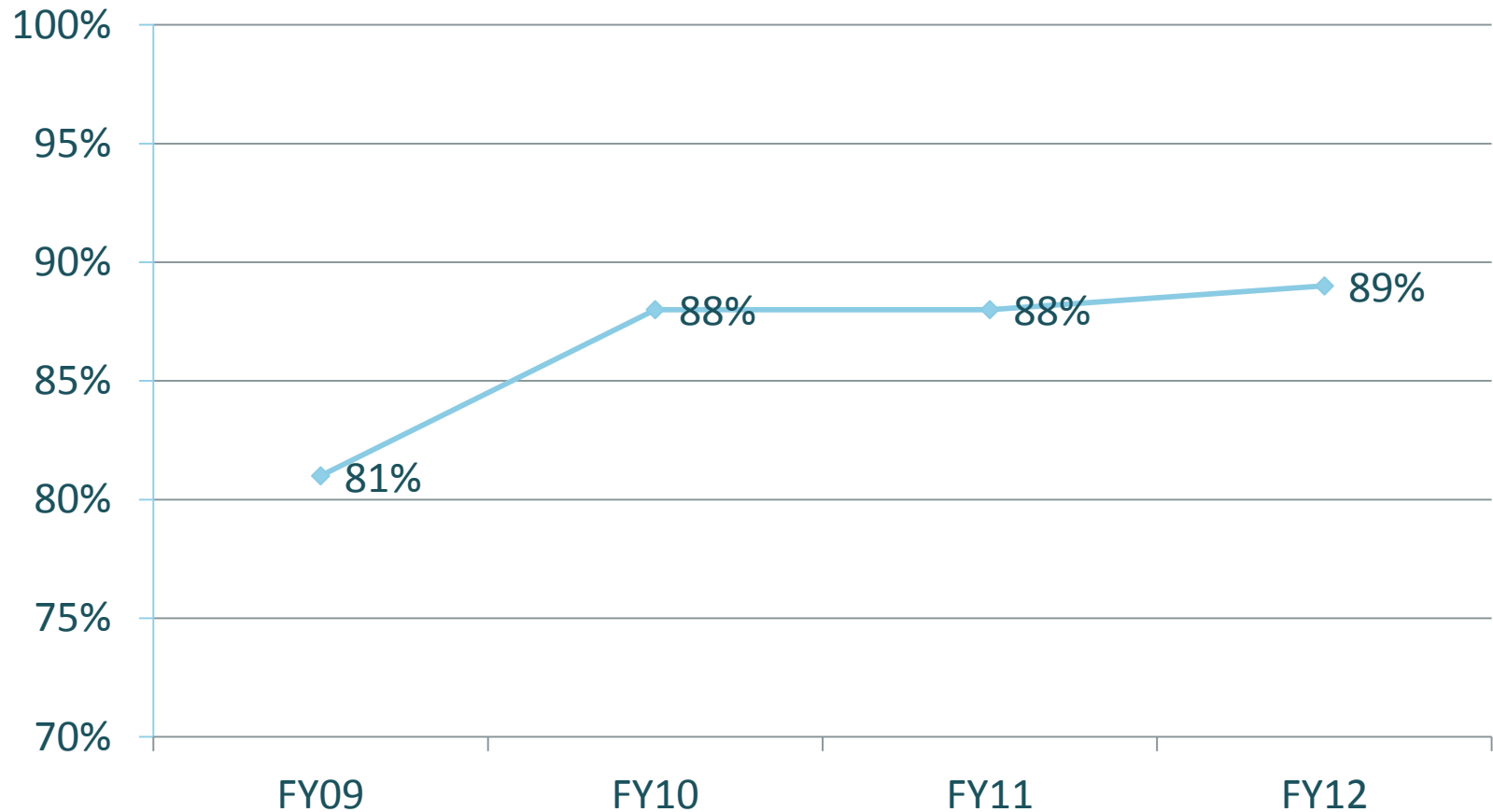
Have your say!

Customer
Transaction
Satisfaction
Survey

As the customer and recipient of federal workspace solutions, you have your say in the requirements of your workspace and its functionality. You also have a say in how you feel GSA delivered the space transaction. Our Customer Transaction Satisfaction Survey (CTSS) instrument provides the mechanism for you to give us your feedback.

We strive for your seal of approval represented by high satisfaction ratings. It's an important part of how we measure our performance.

How are we doing?



FAQ

- Why take the survey?



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Types of Transactions

The assessment includes all owned and leased space transactions with the following exclusions:

- Continued occupancy in owned space without Tenant Improvements
- Extensions
- Reductions and expansions less than 1,000 rentable square feet
- Renewals
- Storage space
- Childcare
- Zero square foot assignments, i.e. parking, antennas
- Temporary assignments for GSA administrative purposes

At the time of survey administration, your agency point of contact will receive a telephone call from L&E Research approximately 30 days after rent billing starts.

FAQ - Who from my agency takes the survey?

- Your agency identifies POC to GSA Project Manager
- Can change over the life of the project

FAQ

- What happens if I decline the survey?

Likert Scale

- 1 Very Dissatisfied
- 2 Dissatisfied
- 3 Neutral
- 4 Satisfied
- 5 Very Satisfied

10 Questions Total

Measuring Satisfaction

1. Fulfillment of requirements
2. Responsiveness to your needs
3. Timeliness of delivery
4. Management of schedule
5. Management of budget
6. Communication

Questions Continued

Assess Loyalty

7. Overall Satisfaction on recent transaction
8. Overall PBS Satisfaction
9. Quality of Service received from PBS
10. Would you choose PBS again

Opportunities

Every interaction is an opportunity to improve through feedback

- In person
- Phone
- Email
- Check-ins

FAQ – What Projects are not Included?

- Surveys discussed do not include RWA post occupancy projects
 - Use communication opportunities to obtain your feedback.
 - In person, phone, email – your continual feedback is how we can enhance our delivery

How can I get more info?

| Tenant Satisfaction Survey | Customer Transaction Satisfaction Survey |
|---|--|
| About Your Building – Property Manager | About Your Specific Project - Project Manager |
| Survey Program Information – Regional Account Manager | |



Questions?



Thank You

