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Federal Acquisition Service Transportation

2007 Customer Satisfaction Results

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Introduction

Introduction

How this Report is Organized

This report is divided into the following sections:

- This **introduction** discusses the organization of the report, how the information in this report can be used, and provides definitions of key words needed to understand the findings.
- The **executive summary** presents the key findings as a brief summary of the results and concludes with the study recommendations.
- The **detail report** section includes a discussion of the results, the satisfaction model, selected components, and other survey findings for Transportation.
- Four sections appear within the **appendix**.
 - **Attribute tables** present a full summary of all component and attribute scores from the Transportation survey.
 - **Responses to non-modeled questions** provides a summary of responses to all “yes/no” and other categorical questions from the Transportation survey.
 - **Verbatim comments** provide the complete text of all responses to open-ended questions.
 - The **questionnaire** used for this study.

Introduction

How to Interpret and Use the Results

In general, the results presented in this report serve as a decision tool for use in conjunction with other customer and management information available to FAS. Use the results to assist with:

- Determining those areas on which to focus quality improvements.
- Monitoring changes in customer perceptions, attitudes, and behavior over time.
- Evaluating the success of ongoing quality improvement efforts (long term).

The Executive Summary section provides a snapshot of Transportation's overall performance, identifies high-leverage areas where improvements will have significant impact on satisfaction, and provides specific areas where customers would like to see improvements.

Within the Detail Report section is a review of the components and additional analysis relevant toward understanding the results. This section also pinpoints specific areas for improvement.

Introduction

Key Words You Will Want to Understand in Reading this Report

Results from this analysis are presented through various discussions, charts, and tables provided in this report. To understand these clearly, some definitions are in order:

Attribute – Attributes reflect different aspects or qualities of a component experienced by customers, which may contribute to satisfaction. Each attribute is captured by a specific scaled question from the questionnaire.

Attribute Rating – An attribute rating is the average of all responses to each question. Each rating has been converted to a 0-100 scale. In general, it indicates how negatively (low ratings) or positively (high ratings) customers perceive specific issues.

Component – Each component is defined by a set of attributes that are conceptually and empirically related to each other. For example, a component entitled “Customer Service” may include the questions “representative’s knowledge of industry practices” and “responsiveness to the needs of your agency.”

Component Score (or simply “score”) – A component score represents that component’s “performance.” In general, they tell how negatively (low scores) or positively (high scores) customers feel about the organization’s performance in general areas. Quantitatively, the score is the weighted average of the attributes that define the component in the CFI Group model. These scores are standardized on a 0-100 scale.

Component Impact (or simply “impact”) – The impact of a component represents its ability to affect customers’ satisfaction and future behavior. Components with higher impacts have greater leverage on measures of satisfaction and behavior than those with lower impacts. Quantitatively, a component’s impact represents the amount of change in Satisfaction that would occur if that component’s score were to increase by 5 points.

Customer Satisfaction Index (CSI) – The Customer Satisfaction Index consists of three questions: satisfaction overall, satisfaction compared to expectations, and satisfaction compared to the ideal. Within this report, the Customer Satisfaction Index may be referred to as CSI, Customer Satisfaction, or Satisfaction.

Introduction

ACSI Methodology

All scores and ratings presented in this report are calculated using the methodology of the American Customer Satisfaction Index (ACSI). The ACSI, established in 1994, is a uniform, cross-industry measure of satisfaction with goods and services available to U.S. consumers, including both the private and public sectors. ACSI has measured more than 100 programs of federal government agencies since 1999. Developed by Dr. Claes Fornell at the University of Michigan, the methodology for the ACSI has become the standard measure for other national indices as well.

CFI Group, a management consulting firm that specializes in the application of the ACSI methodology to individual organizations, uses the ACSI methodology to identify the causes of satisfaction and relates satisfaction to business performance measures such as propensity to recommend a product or service, trust, compliance, etc. The methodology measures quality, satisfaction, and performance, and links them using a structural equation model. By structurally exploring these relationships, the system overcomes the inherent inability of people to report precisely the relative impact of the many factors influencing their satisfaction. Using CFI Group's results, organizations can identify and improve those factors that will improve satisfaction and other measures of business performance.

The ACSI is produced through a partnership of the University of Michigan Business School, CFI Group, and the American Society for Quality. This report was produced by CFI Group. Please contact CFI Group at 734-930-9090 with any questions regarding the report.

Executive Summary

Executive Summary

Conclusions

- Significant decrease in Transportation Satisfaction overall, as well as Freight Satisfaction. No change in Household Goods.
- GSA Website and TMSS have the greatest impact on Satisfaction.
- Significant decrease in TSPs rating by Freight respondents resulted in a significant decrease for this measure overall.
- Fifty percent of customers shipped less than 50 shipments in the past 12 months.

Recommendations

- Focus GSA website improvement initiatives on the ease of finding information.
- Continue to support TMSS through ongoing enhancements in response to customer feedback (e.g., improve help screens).
- Ensure that any significant changes or additions to the GSA website or TMSS are tested with customers through usability studies.
- Look for ways to provide greater support to Freight customers having difficulty with TSPs.
- Minimize obstacles for lower volume customers less familiar with the process.

Detail Report

Survey Methodology




Survey Respondents

- Of a list of 934 potential respondents, a total of **309 interviews (149 HHG and 160 Freight) were completed** and used for analysis resulting in a response rate of 33%.
 - The resulting confidence interval is +/- 1.8 at 90% level of confidence.
- All respondents have requested support from GSA's Freight Management Program or CHAMP Program within the past 12 months.
- Interviews were conducted via web and phone August 1 – September 7.

Questionnaire

- Questionnaire wording changes were minimal, which allows for direct comparisons to the 2006 results.

Notations

-  indicates a significant improvement from 2006 (90% level of confidence).
-  indicates a significant decline from 2006 (90% level of confidence).
-  indicates a significant variance between two segments (90% level of confidence).

Respondent Profile

Survey Respondents

Agency	n	%
Dpt. of Justice	50	16%
Dpt. of Agriculture	30	10%
Dpt. of the Interior	30	10%
General Services Administration	28	9%
Dpt. of State	17	6%
Dpt. of Labor	10	3%
Dpt. of Transportation	10	3%
Dpt. of the Treasury	10	3%
Other*	121	40%

*Other includes all agencies with sample size less than 10.
3 respondents have no agency information

Respondent Profile

Survey Respondents

One quarter of respondents (27% Household Goods, 22% Freight) placed less than 25% of shipments through CHAMP/FMP. Approximately half of the respondents (53% Household Goods, 51% Freight) indicated that they have placed 100% of their shipments through CHAMP/FMP.

Percent of Total Shipments Placed through CHAMP/FMP	Transportation	HHG	Freight
Less than 25%	24%	27%	22%
25% to 49%	5%	5%	6%
50% to 74%	6%	6%	6%
75% to 99%	12%	9%	15%
100%	52%	53%	51%

HQ48, FQ50: Approximately what percentage of these shipments did you place through CHAMP/FMP? (H=130, F=144)

Respondent Profile

Survey Respondents

Half of the respondents (45% Household Goods, 54% Freight) have made less than 50 shipments in the past 12 months. 61% of these respondents placed all of their shipments through CHAMP/FMP, whereas 43% of those in the larger volume categories placed all of their shipments through CHAMP/FMP.

Number of HHG/Freight Shipments Made in Past 12 Months	Transportation	HHG	Freight
Less than 50 shipments	50%	45%	54%
50 - 99 shipments	14%	15%	14%
100 - 499 shipments	22%	24%	21%
500 - 999 shipments	8%	10%	6%
1000 or more shipments	5%	6%	5%

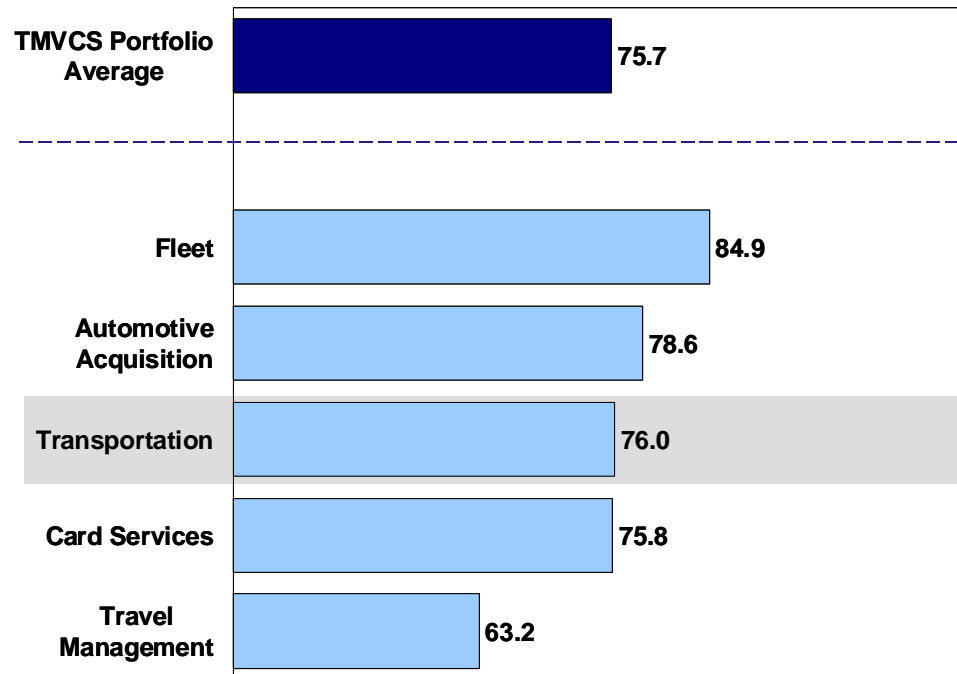
HQ47, FQ49: How many Household Goods/Freight shipments have you made in total within the past 12 months through CHAMP/FMP or any other service provider? (H=130, F=144)

TMVCS Satisfaction (CSI) Scores

2006 Federal
Government
ACSI is 72.3

Transportation and TMVCS Portfolio Customer Satisfaction (CSI)

The 2007 Transportation Satisfaction score of 76.0 is on par with the TMVCS portfolio average score and higher than the Federal Government score of 72.3.



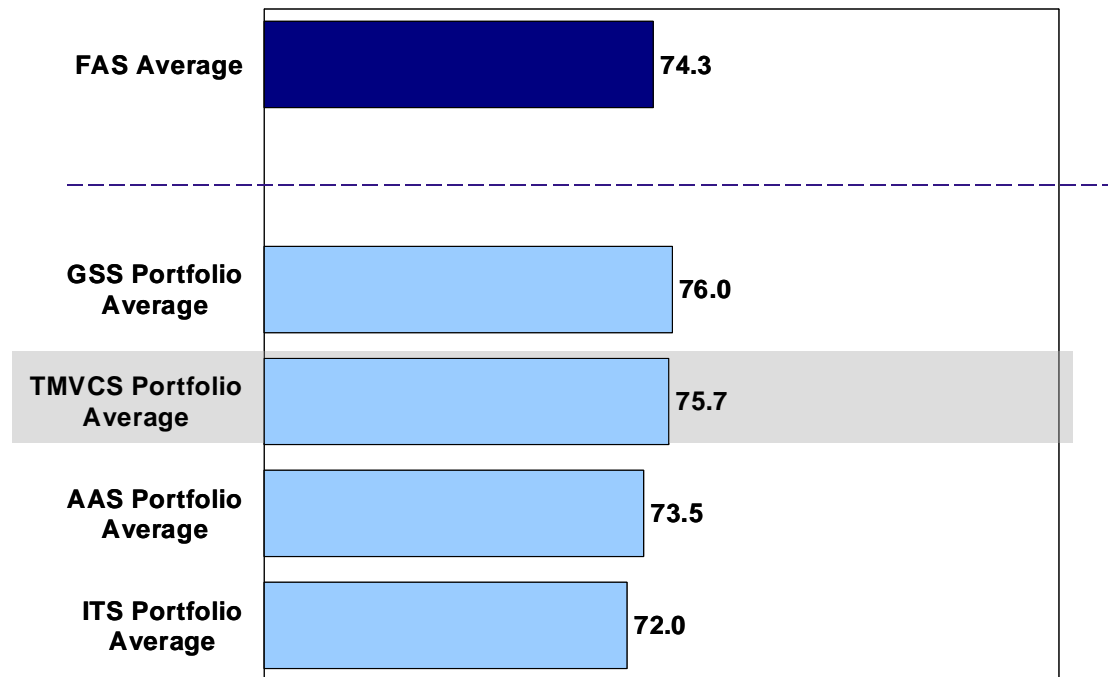
The FAS Average is a straight average of the customer satisfaction scores for 14 business lines.

FAS Portfolio Satisfaction (CSI) Scores

2006 Federal
Government
ACSI is 72.3

FAS and Portfolio Customer Satisfaction (CSI)

There is an even split among the four portfolio average scores. GSS and TMVCS Portfolio scores of 76.0 and 75.7 are above average, compared to the AAS and ITS Portfolio scores of 73.5 and 72.0, which are below average.



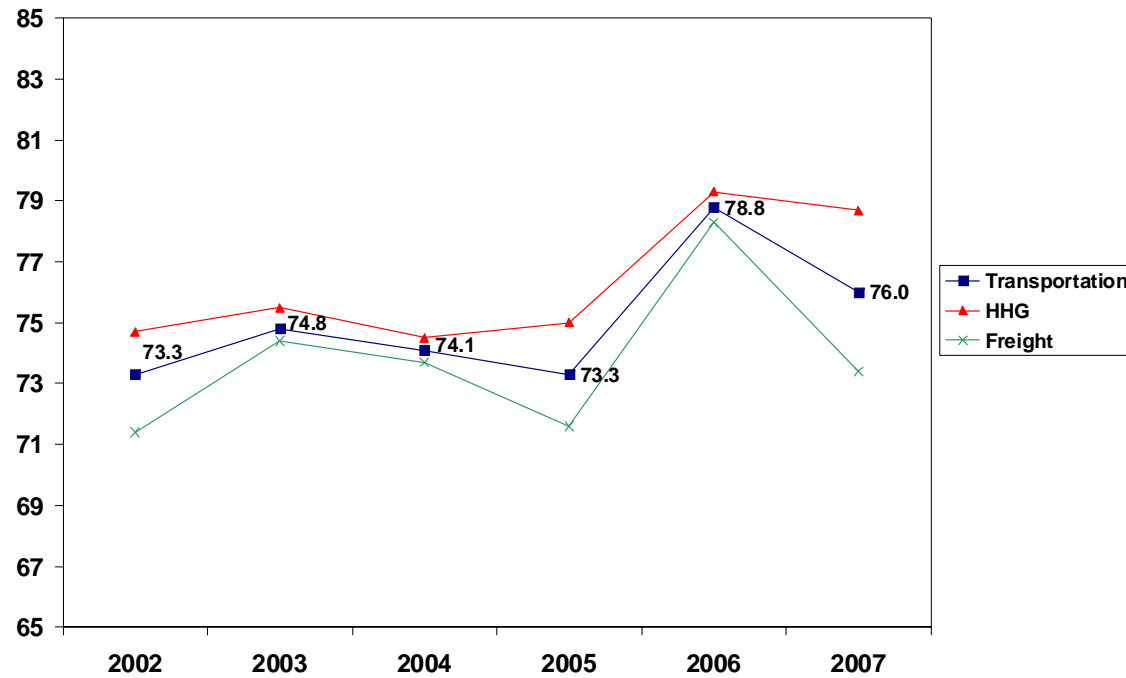
The FAS Average is a straight average of the customer satisfaction scores for 14 business lines.

Transportation Customer Satisfaction (CSI)

Transportation - Satisfaction (CSI)

6 - year trend

Transportation's current Satisfaction score is down significantly from 2006, but still higher than prior year performances.

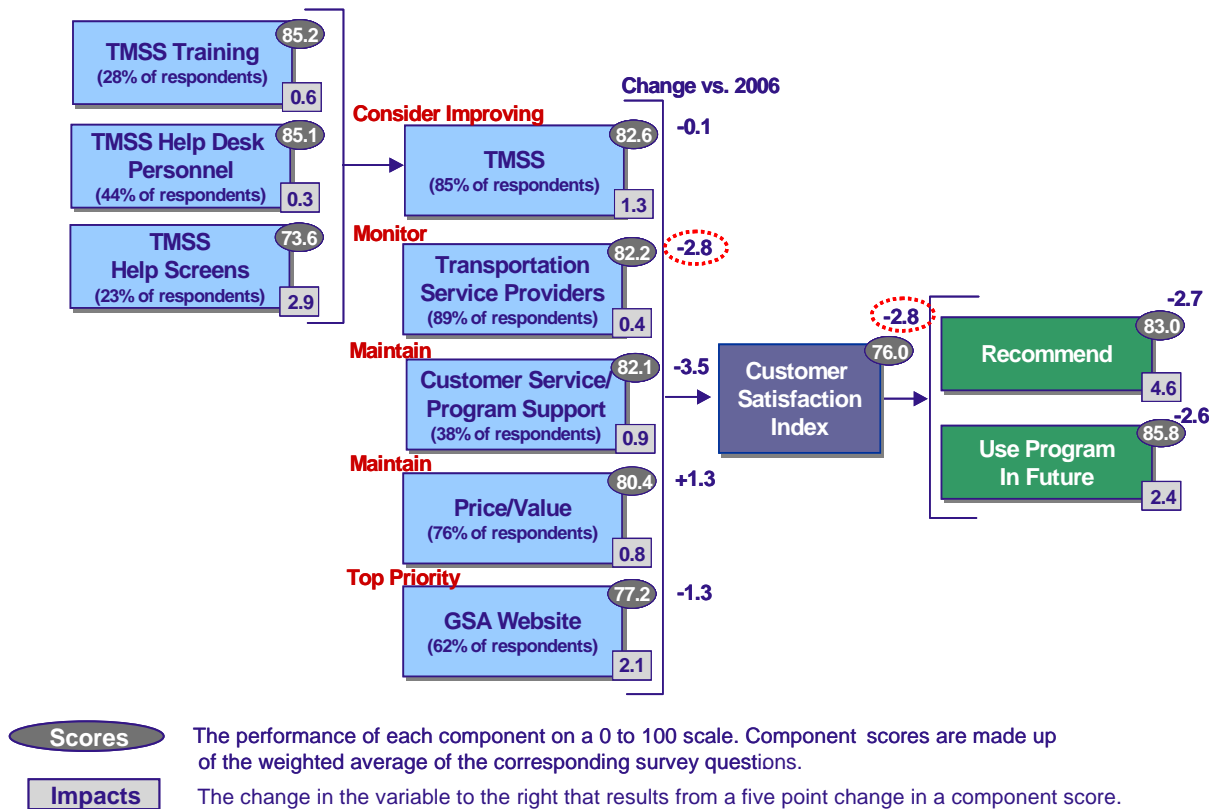


Transportation Customer Satisfaction Model

Transportation Customer Satisfaction Model

Components have been labeled to the left according to perceived priority. GSA Website is currently the only “top priority” area, while TMSS, labeled as “consider improving,” is the next level of priority.

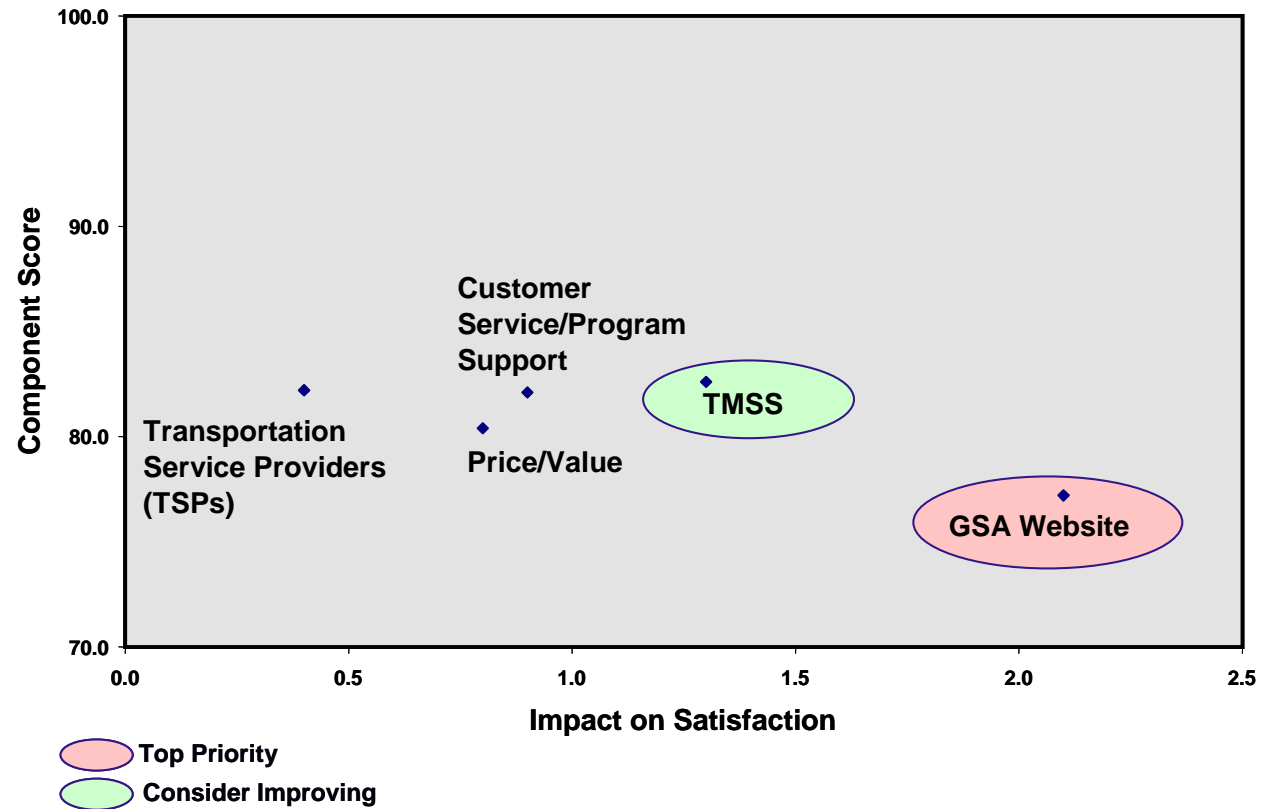
TMSS Training, TMSS Help Desk Personnel and TMSS Help Screens affect on Satisfaction is through TMSS (e.g., if TMSS Help Screens increased from 73.6 to 78.6, TMSS would increase from 82.6 to 85.5 and Satisfaction would increase from 76.0 to 76.8.).



Transportation Priority Matrix

Transportation Priority Matrix

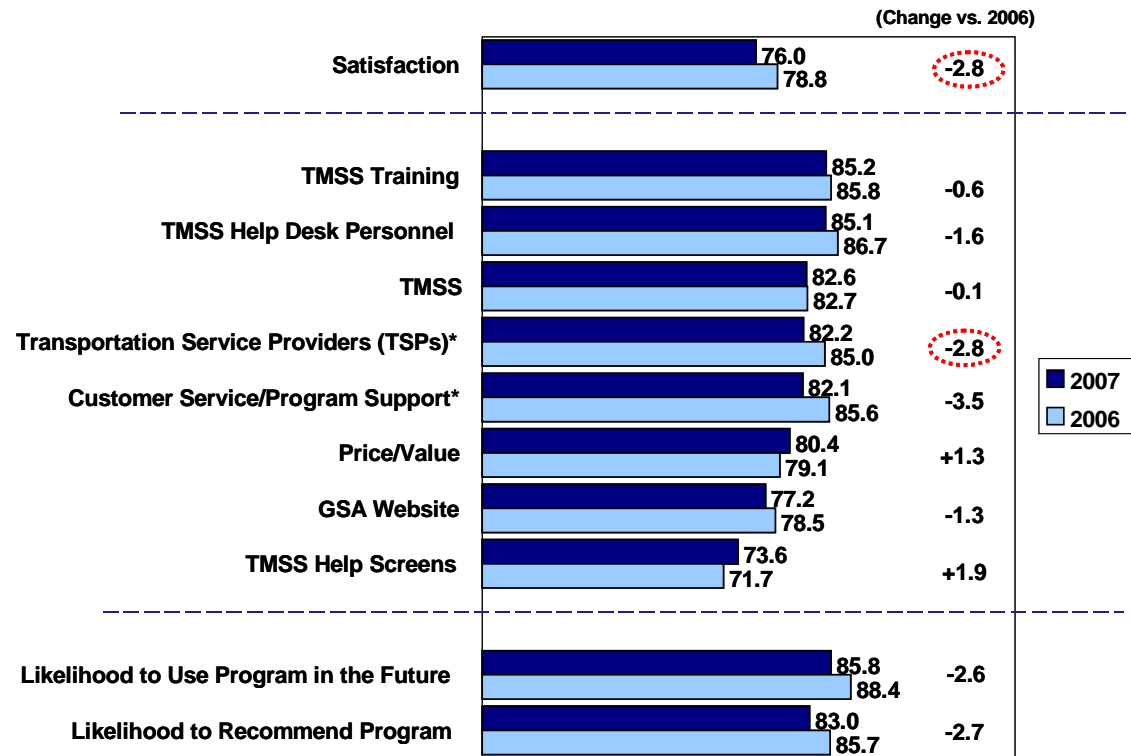
The Transportation priority matrix is included below. This is another way of illustrating priority areas for Transportation to improve. Along the horizontal axis are the impacts on satisfaction, with scores along the vertical axis. GSA Website with a low score, yet high impact has been tagged as the “top priority.” TMSS with a moderate score and relatively high impact has been tagged as the next level of priority.



Transportation Component Scores

Household Goods/Freight Combined – 2006 vs. 2007

Transportation generally continues to perform well despite a significant score decrease in Satisfaction. Notable score decreases are observed in two areas, Transportation Service Providers (TSPs) and Customer Service/Program Support, which continue to perform well. Otherwise, scores were flat. GSA Website and TMSS Help Screens are two of the lowest scoring components in both 2006 and 2007.

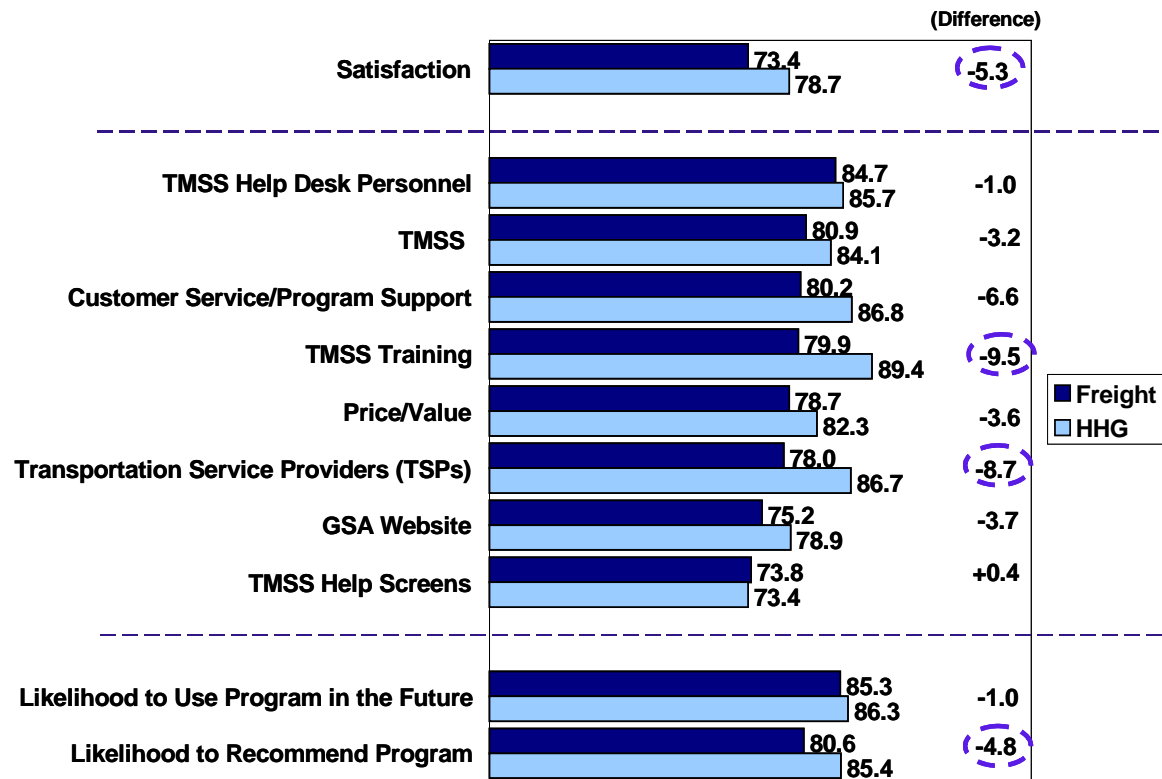


Helpfulness in Compliance score = 80.9 (83.1 in 2006)

Transportation Component Scores

Household Goods and Freight

Respondents who completed the Household Goods survey are more satisfied than those who completed the Freight survey. While no score differences are observed in the lowest-rated and highest-rated areas, TMSS Help Screens and TMSS Help Desk Personnel, respectively; Household Goods respondents rated Transportation higher in the remaining areas, as compared to Freight respondents. Additionally, Household Goods respondents are more likely to recommend the Program to a Federal Agency colleague than Freight respondents are.

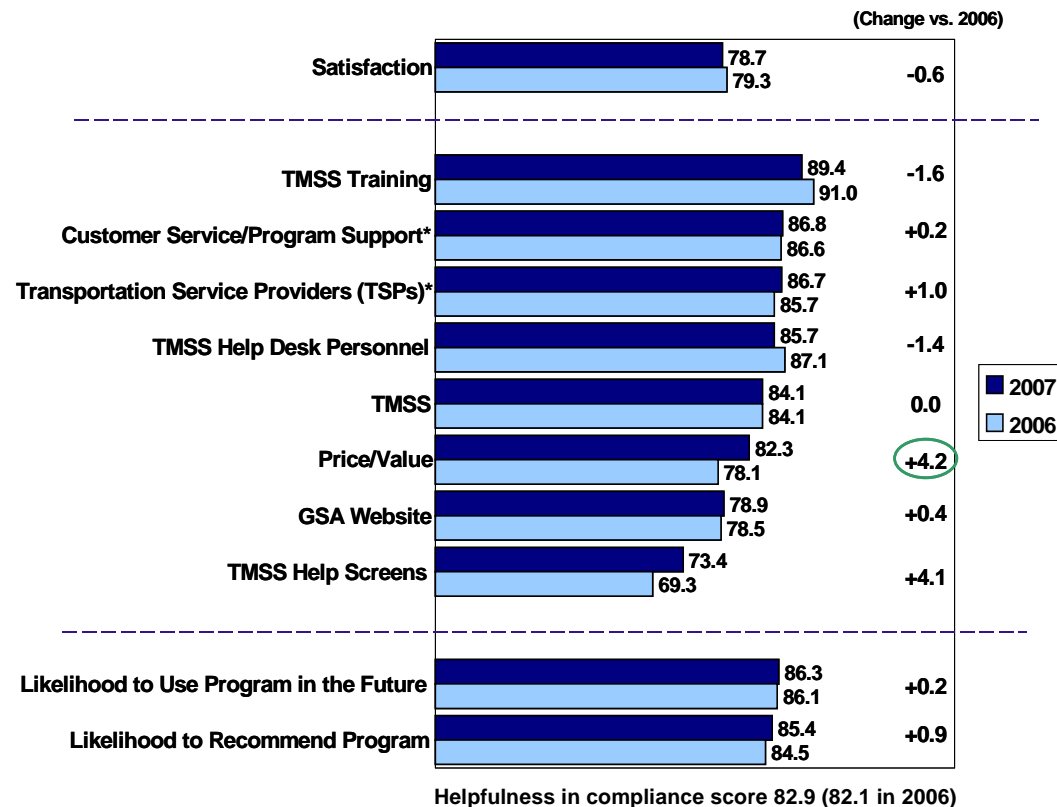


Transportation Component Scores

Household Goods – 2006 vs. 2007

Household Goods continues to perform well with high scores in several areas.

Most of the Household Goods scores are flat. Exceptions include a significant score increase in Price/Value and a notable increase in the lowest-rated area, TMSS Help Screens.

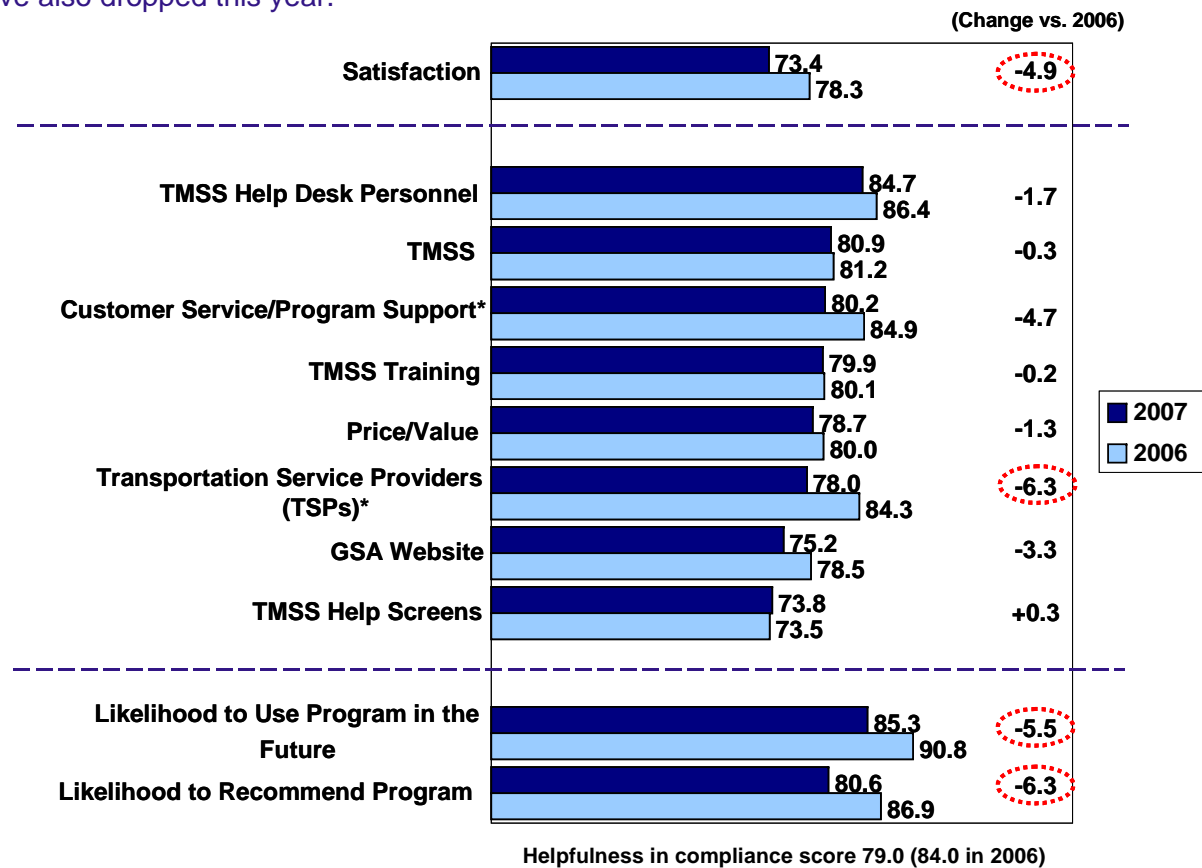


Transportation Component Scores

Freight – 2006 vs. 2007

Freight's scores have generally been more volatile than those for Household Goods over time.

Satisfaction and TSPs scores have declined significantly compared to 2006 and score declines in Customer Service/Program Support and GSA Website are notable as well. Likelihood to use or recommend the Program in the future have also dropped this year.



Information Resources

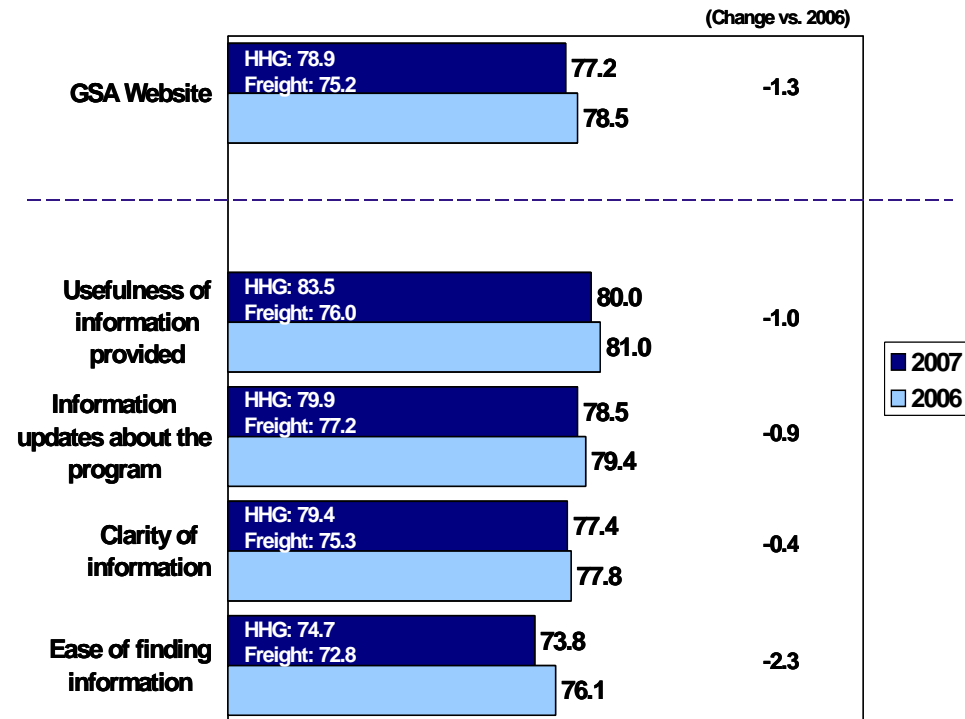
Information Resources

GSA Website

Top Priority - Impact on CSI: 2.1

Two-thirds of respondents accessed GSA's website in the last 6 months (65% Combined, 69% Household Goods, 61% Freight), similar to 2006 (67% Combined; 73% Household Goods, 62% Freight).

With a high impact on Satisfaction and only moderate ratings, GSA Website is a top priority area. As in 2006, ratings are moderate across all attributes for both Household Goods and Freight, while score differences between Household Goods and Freight are noteworthy. All GSA Website attribute scores have declined for Freight compared to 2006.



HQ38 – HQ41, FQ40 – FQ43: GSA continuously updates its website and would like your feedback. Thinking about the Information you have seen that describes CHAMP/FMP on GSA's website (<http://www.gsa.gov/transportation>), please rate the website on (n=192)

Information Resources

Information Resources Used Most Often

Respondents continue to use online resources more often than other sources of information. Seventy-six percent of respondents most often use TMSS to access information about doing business through GSA, while 28% use the Internet (e.g., www.gsa.gov) most often.

Conferences or meetings (13% Household Goods, 9% Freight), and in-person agency visits (5% Household Goods, 1% Freight) are used more often by Household Goods respondents, while telephone calls (9% Household Goods, 14% Freight) are used more often by Freight respondents.

Sources of Information Used Most Often*	Total	HHG	Freight
TMSS	76%	76%	77%
Internet (e.g., www.gsa.gov)	28%	29%	28%
Telephone calls	12%	9%	14%
GSA-sponsored conferences or meetings	11%	13%	9%
Newsletter, bulletin, or other printed information	5%	5%	4%
In-person agency visits	3%	5%	1%
GSA Transportation ListServ	3%	4%	3%
Other	3%	4%	1%

HQ36, FQ38: Which of the following sources do you use most often to access information about doing business through GSA's CHAMP/FMP? (n=309)

TMSS

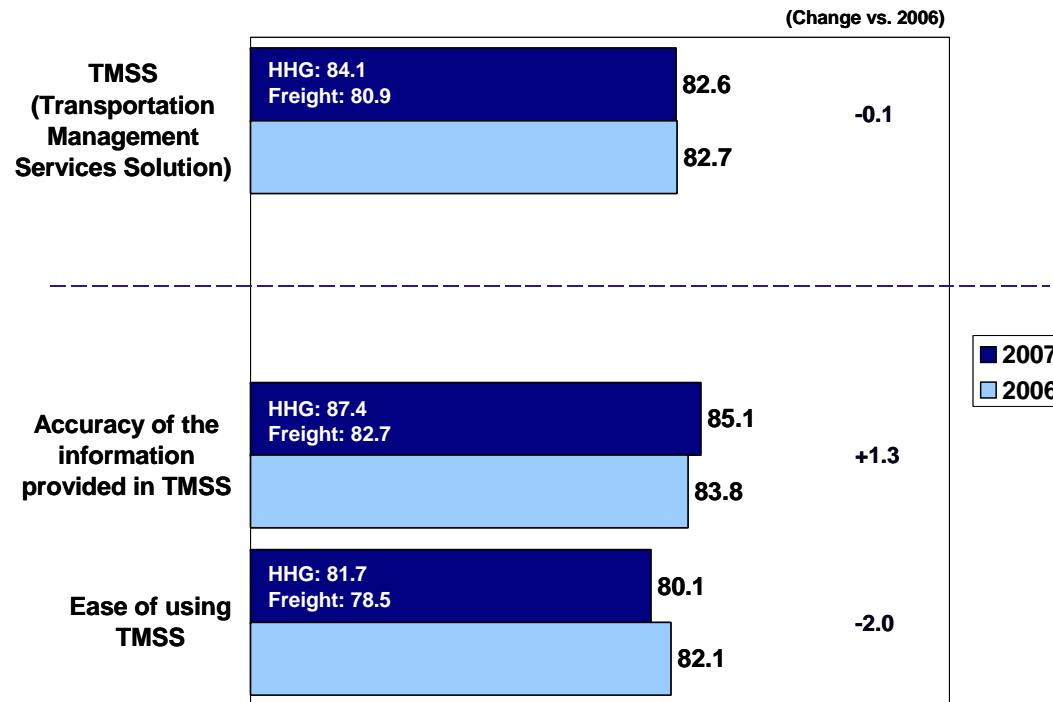
TMSS

TMSS

Consider Improving - Impact on CSI: 1.3

TMSS continues to be a strength for Transportation. With a relatively high impact on Satisfaction and moderate ratings, TMSS falls under the heading of “consider improving.”

The ratings difference between Household Goods and Freight is significant in “accuracy of the information provided in TMSS” (87.4 Household Goods, 82.7 Freight).



Q14 – Q15: How would you rate the following for TMSS? (n=263)

TMSS

Frequency of Use and Reasons for Not Using More Often

Three quarters of respondents use TMSS at least once a month on average (76% Household Goods, 72% Freight) and half use it at least once a week (53% Household Goods, 49% Freight).

Of those who use TMSS less than once a month, most (64%) do not use TMSS more often due to a low volume of shipments (55% Household Goods, 70% Freight).

Frequency of Use	Total	HHG	Freight
Once a day	22%	26%	19%
Once a week	28%	27%	30%
Once a month	23%	23%	23%
Once a quarter	13%	14%	12%
Once a year	10%	7%	12%
Never	4%	4%	4%

Q9: On average, how frequently do you use TMSS? (n=304)

Reasons for Not Using More Often	Total	HHG	Freight
I have a low volume of shipments	64%	55%	70%
I am not involved with the movement of Freight/HHG on a regular basis	11%	11%	11%
I use a move management company	8%	17%	0%
Other	19%	19%	18%

Q10: Why don't you use TMSS more often? (n=80)

TMSS

Functions Use TMSS For

There is little change in the percent of functions TMSS was primarily used for in 2007, as compared to 2006. The only notable difference is a slight increase in “Query TMSS to obtain rate estimates but book shipments directly with TSPs.” Two thirds of respondents use TMSS to obtain rate estimates only.

Functions Use TMSS For	2006 Primary Use	2007 Primary Use	2007 All Uses*
Query TMSS to obtain rate estimates only	55%	53%	67%
Query TMSS to obtain rate estimates but book shipments directly with TSPs	13%	17%	28%
On-line booking and create Bill of Lading through TMSS	22%	19%	25%
On-line booking through TMSS and use internal or TSP's Bill of Lading	5%	7%	14%
Other	5%	0%	5%

Q11: For which of the following functions do you use TMSS? (n=263)

Q12: For which of the following functions do you primarily use TMSS? (n=263)

Reasons for Booking Directly with TSP

The majority of respondents indicated that they book directly with a TSP due to common practice or agency policy, yet one third of respondents indicated that they prefer direct interaction with a TSP representative (40% Household Goods, 33% Freight).

Reasons for Booking Directly with TSP*	Total	HHG	Freight
I prefer direct interaction with a TSP rep	36%	40%	33%
It is common practice at my agency	27%	35%	21%
It is agency policy	25%	30%	21%
Other	23%	15%	29%

Q13: Why do you prefer to book shipments directly with a TSP rather than using TMSS' on-line booking capabilities? (n=263)

TMSS

Themes from Verbatim Comments

Following are the most frequently mentioned areas of concern:

- Improve contractor consistency (e.g. make system mandatory, response times)
- Too confusing
- System makes too many errors
- Improve availability of information
- Provide contact information
- Estimates are too low (i.e., much lower than actual cost)

Frequently mentioned positive comments regarding TMSS:

- Calculates estimates for you
- Customer service is fast/helpful/accurate
- Very user friendly

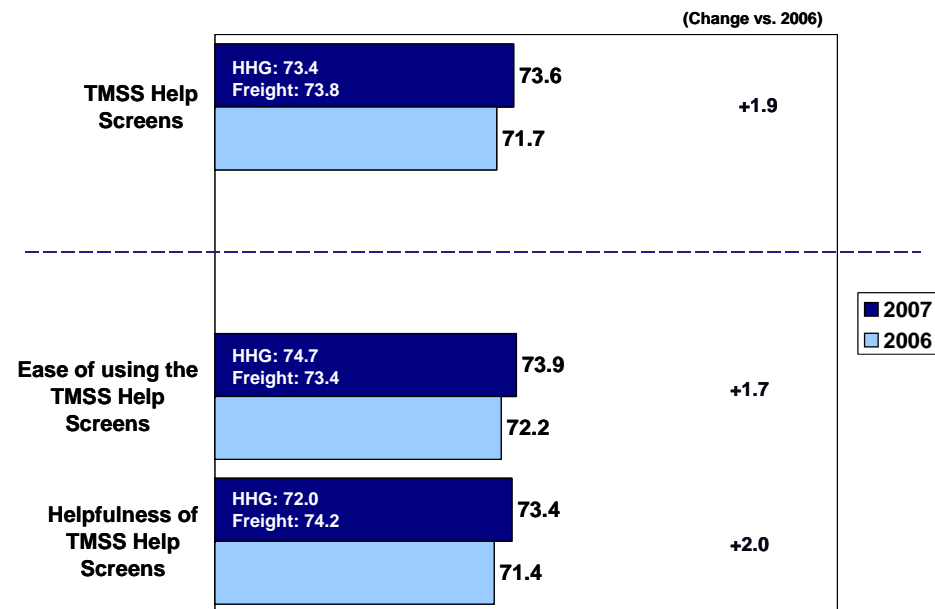
TMSS

TMSS Help Screens

Impact on TMSS: 2.9

As in 2006, approximately one quarter of respondents have used TMSS Help Screens. A slightly smaller percent of Household Goods respondents have used the Help Screens compared to 2006 (17% vs. 23%).

TMSS Help Screens is one of two lowest-rated areas, and has a high impact on TMSS, which is prioritized as “consider improving.”



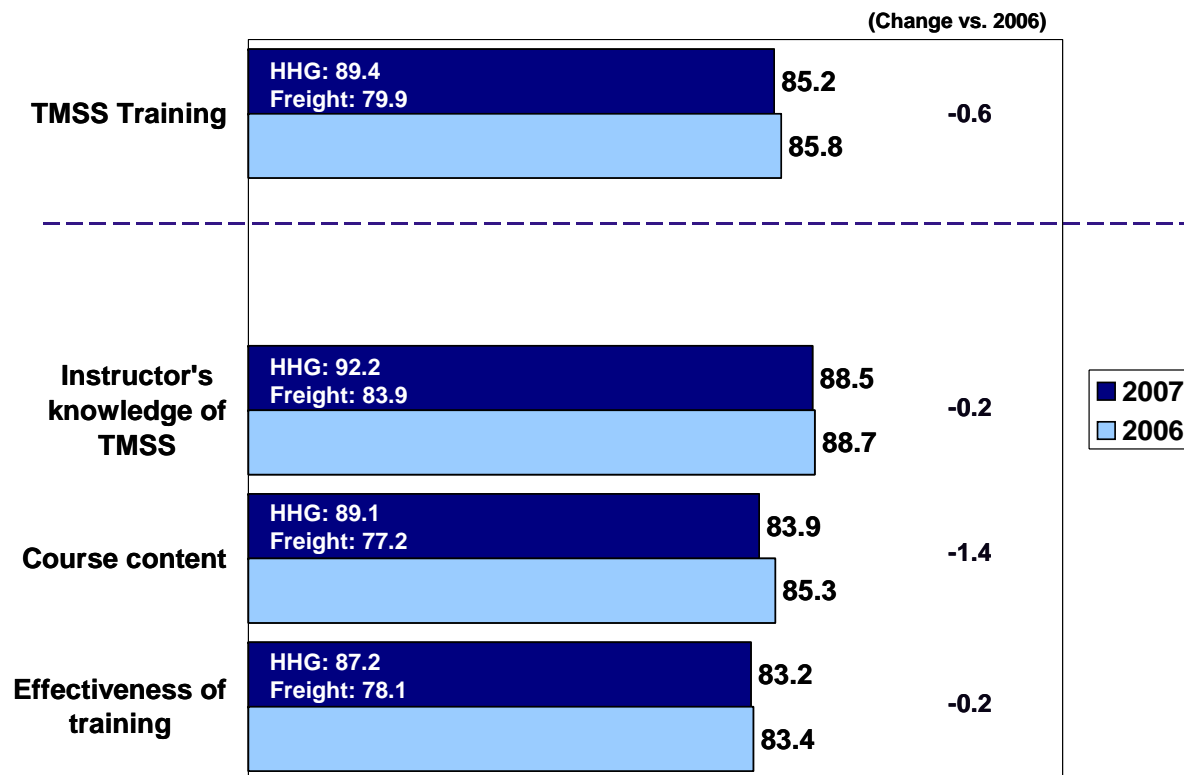
Q17 – Q18: How would you rate the following based on the TMSS Help Screens? (n=70)

TMSS

TMSS Training

Impact on CSI: 0.6

28% of respondents (32% HHG, 25% Freight) have received TMSS Training (21% in 2006, 23% HHG, 20% Freight). Training is the highest rated component of the areas measured in this survey.

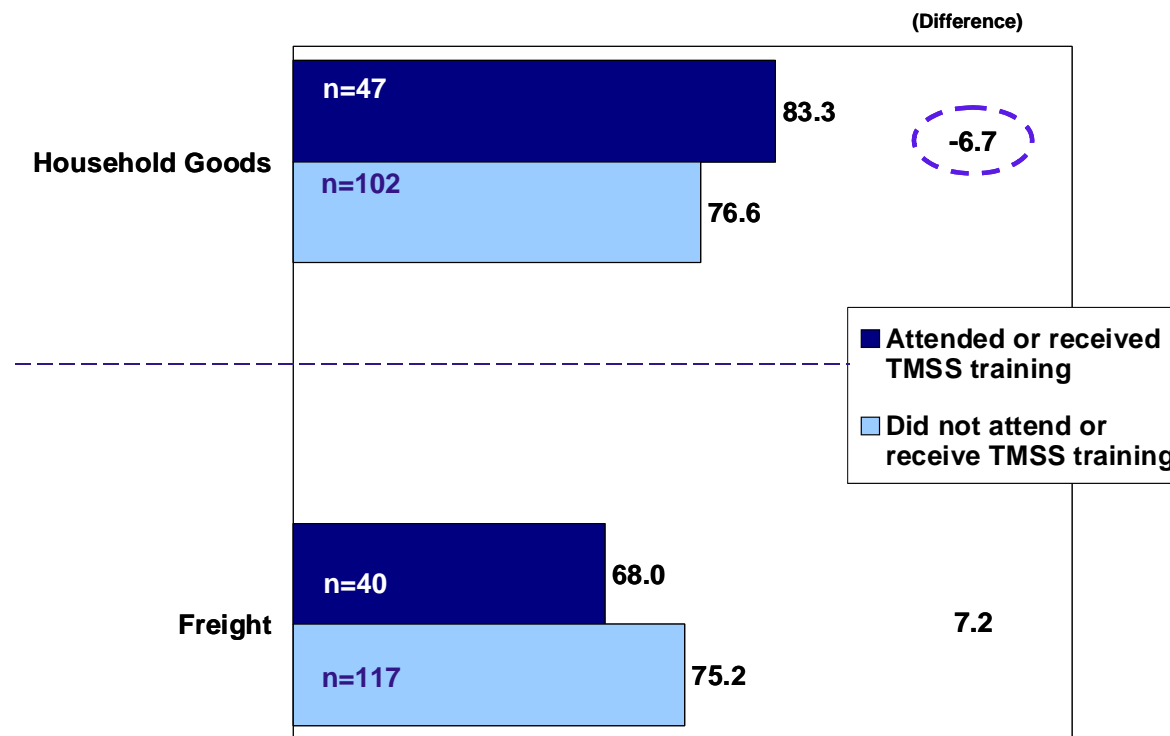


Q22 – Q24: How would you rate the following dimensions of TMSS Training? (n=87)

TMSS

Satisfaction by Attended or Received TMSS Training

Respondents who have received TMSS training are much more Satisfied than those who have not received training.



Q14: Have you attended or received TMSS training. (n=306)

TMSS

Reasons for Not Attending Training

As in prior years, a significant percent of respondents who did not attend training, one third, indicated that the main reason they didn't attend is that they didn't know it was available.

Main Reason for Not Attending Training	Total	HHG	Freight
I was not aware that training is available	33%	31%	35%
No need (I am already fully trained)	24%	28%	19%
Travel funds were not available for me to attend	14%	8%	19%
Location of available training was not convenient	6%	6%	7%
Available training is not specific enough to meet my needs	2%	3%	1%

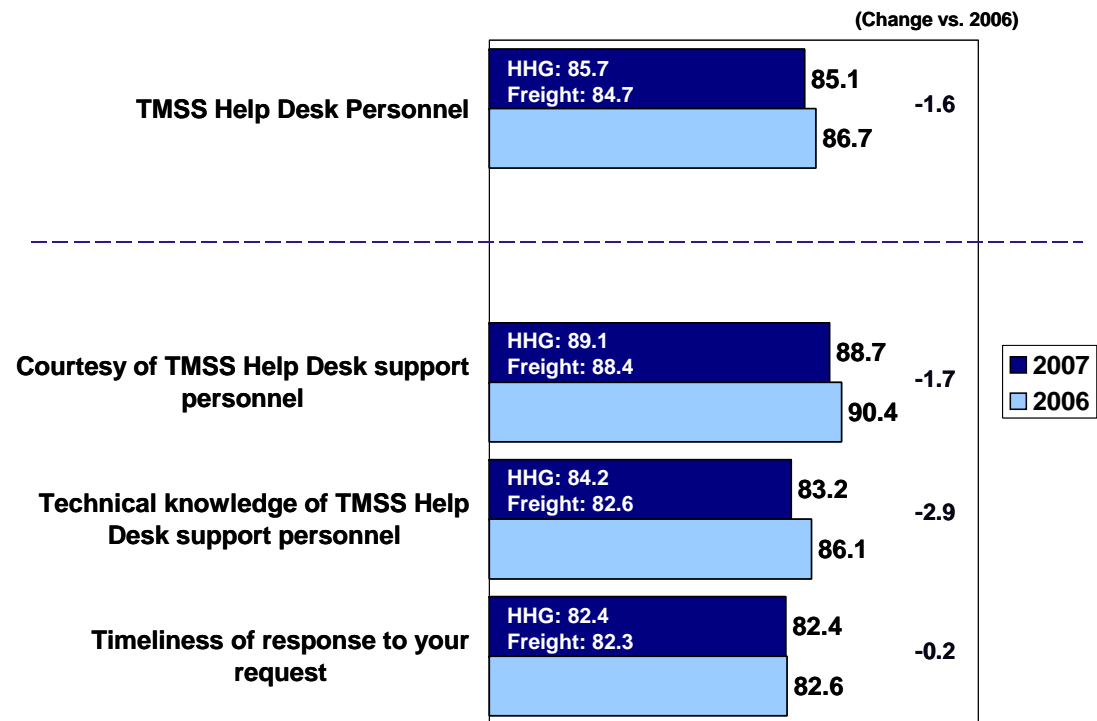
Q21: What is the main reason you have not attended TMSS training? (n=217)

TMSS

TMSS Help Desk Personnel

Impact on TMSS: 0.3

45% of respondents (36% HHG, 53% Freight) contacted the TMSS Help Desk (40% in 2006, 34% HHG, 46% Freight). TMSS Help Desk Personnel is one of the top performing areas for Transportation.



Q26 – Q29: Thinking about the Help Desk Support you have received, please rate the: (n=136)

Transportation Service Providers

Transportation Service Providers

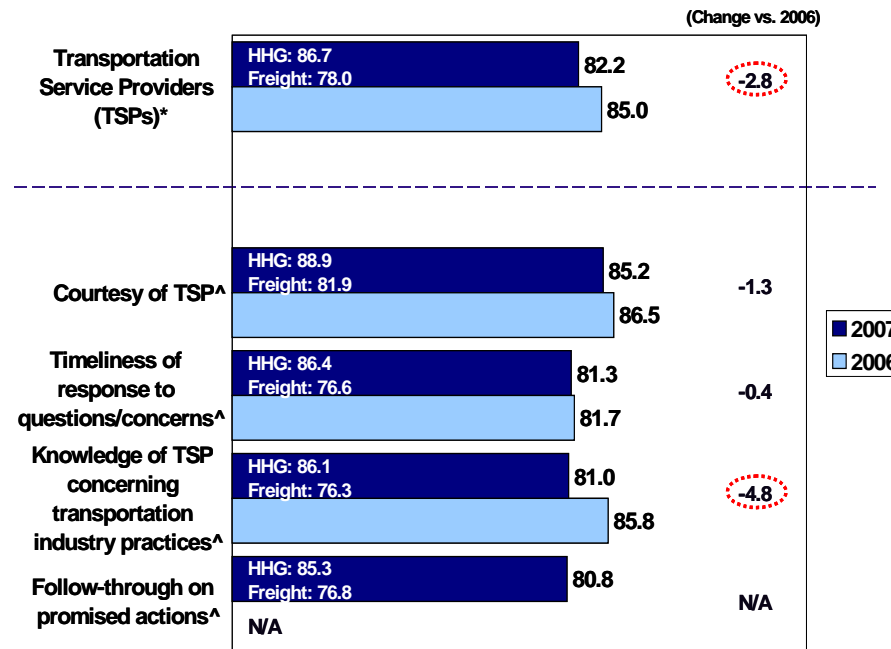
Transportation Service Providers

Monitor - Impact on CSI: 0.4

Transportation Services Providers has a high overall score and relatively low impact on satisfaction.

Transportation continues to perform very well in TSPs for Household Goods, while all of the TSPs attribute scores are down significantly from 2006 for Freight.

Fourteen percent of Freight respondents had difficulty finding a TSP to accept their shipment using the GSA tender rate (11% in 2006).



Q30 – Q33: Please think about the Transportation Service Providers (TSPs) provided under CHAMP/FMP that offer general transportation or move management services, how would you rate the following? (n=276)

*Component not directly comparable (one attribute added)

^"Don't know" responses equal or exceed 10%

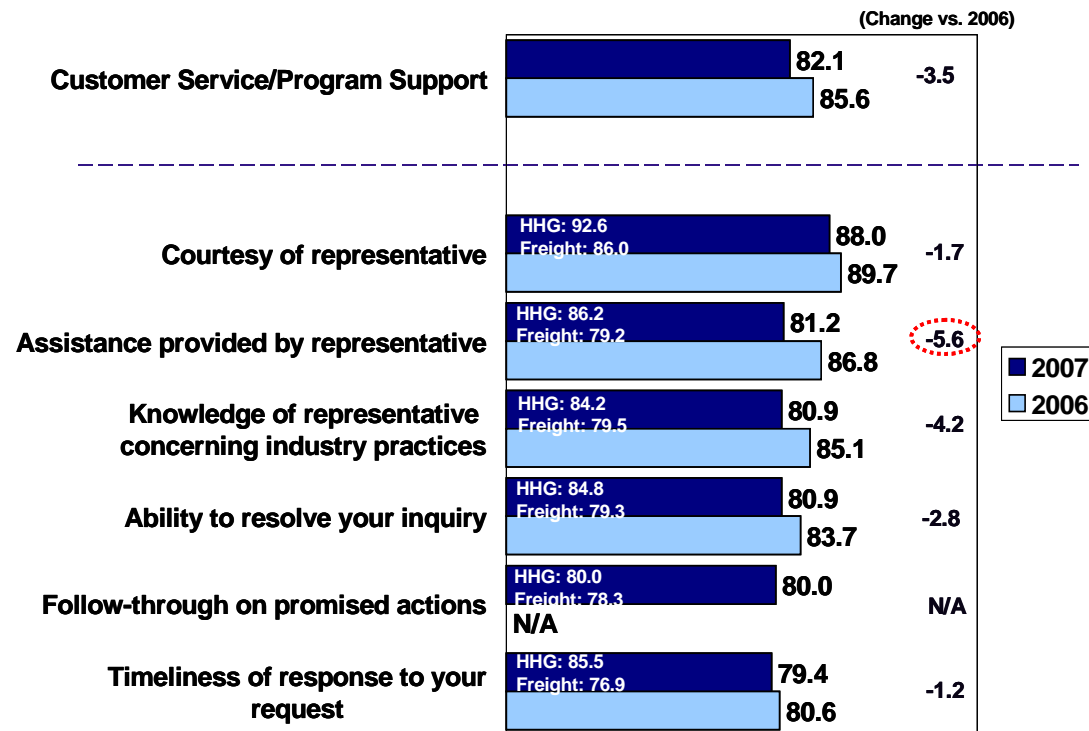
Customer Service/Program Support

Customer Service/Program Support

Customer Service/Program Support

Maintain - Impact on CSI: 0.9

39% of respondents (22% HHG, 54% Freight) requested support from personnel in the past 12 months. While ratings are high for all attributes, the significant decrease in assistance provided by representative (86.8 vs. 81.2) should be noted.



Q3 – Q8: How would you rate the following based on Customer Service/Program Support? (n=117)

*Component not directly comparable (one attribute added)

^Attribute not used in component score calculation

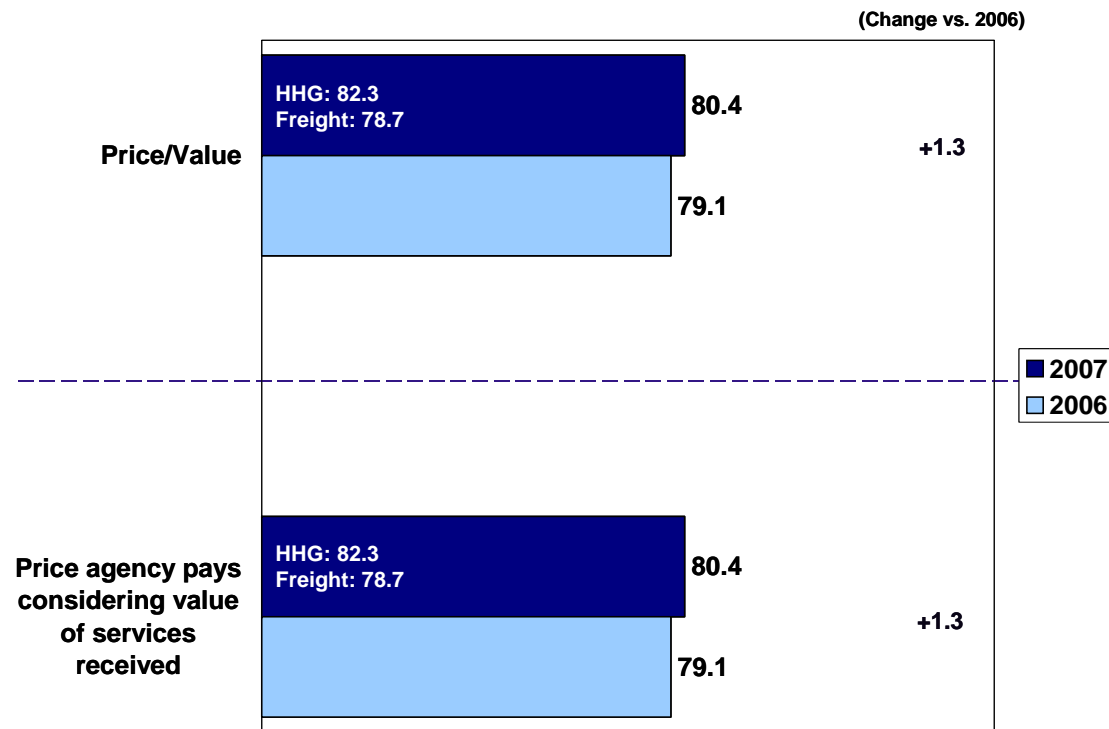
Price/Value

Price/Value

Price/Value

Maintain - Impact on CSI: 0.8

At 80.4, Price/Value scores well overall.



HQ34, FQ36: How would you rate the CHAMP/FMP based on the price your agency pays considering the value of services received? (n=235)

Reasons for Choosing to Use or Choosing Not to Use CHAMP/FMP

Reasons for Choosing to Use CHAMP/FMP

Almost half of the Household Goods respondents indicated that they use CHAMP because it is easier to use (45%), while one quarter indicated saves money (24%) and saves time (23%) are among their reasons for using CHAMP.

Slightly more than one third of Freight respondents indicated that they choose to use FMP because it is easier to use (39%), saves money (38%) and saves time (37%).

Reasons for Using*	Total	HHG	Freight
Easier to use	42%	45%	39%
Saves money	31%	24%	38%
Saves time	30%	23%	37%
Agency policy	25%	21%	28%
Helps obtain necessary number of quotes	20%	18%	21%
GSA personnel's transportation expertise	17%	17%	16%
TSPs' transportation expertise	17%	18%	16%
Other	6%	8%	6%

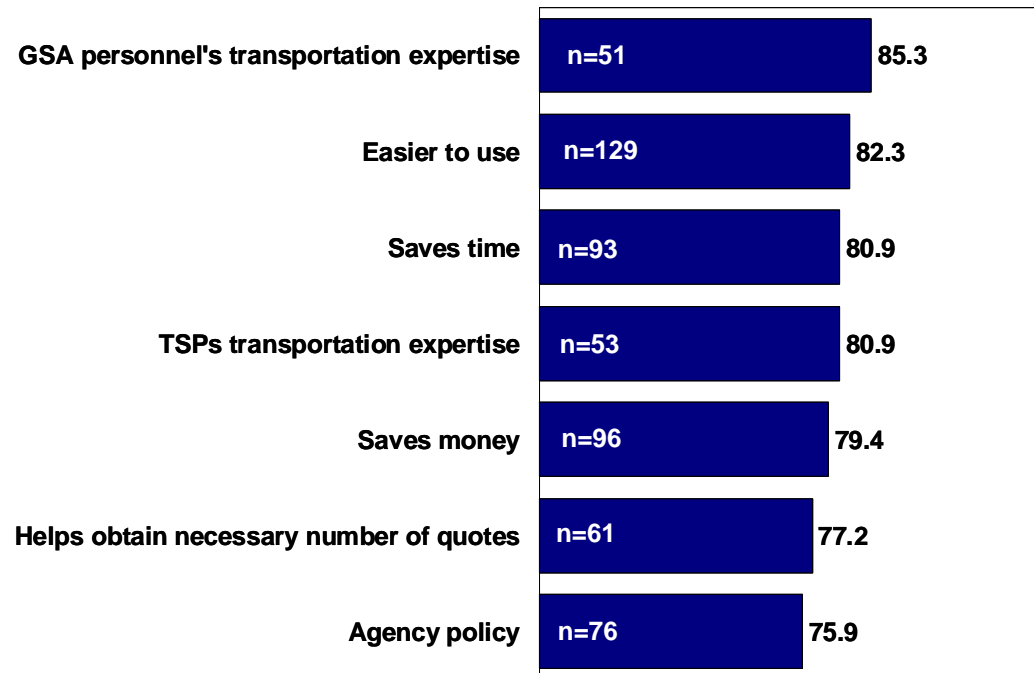
HQ54, FQ53: Imagine that you are in a situation where you have the option of using CHAMP/FMP and you choose to do so. For what reasons would you choose use CHAMP/FMP? (n=309)

Reasons for Choosing to Use CHAMP/FMP

Satisfaction by Reasons for Choosing to Use CHAMP/FMP

Respondents who use CHAMP/FMP because of Agency Policy have the lowest level of overall satisfaction (75.9), while respondents who use the program because of GSA personnel's transportation expertise have the highest level of satisfaction.

For the remaining categories, there is little variation in the level of satisfaction based upon reasons for choosing to use the program.



HQ54, FQ53: Imagine that you are in a situation where you have the option of using CHAMP/FMP and you choose to do so. For what reasons would you choose use CHAMP/FMP? (n=309)

Reasons for Choosing Not to Use CHAMP/FMP

Reasons for not using CHAMP/FMP are consistent across Household Goods and Freight respondents except for desired TSP not available via GSA's CHAMP/FMP. A greater percent of Freight than Household Goods respondents indicated they would choose not to use CHAMP/FMP if the desired TSP was not available.

Reasons for Not Using*	Total	HHG	Freight
Agency policy	13%	13%	13%
Can find a lower quote/price using another method	11%	10%	13%
Takes too much time	8%	7%	9%
Desired TSP not available via GSA's CHAMP/FMP	7%	4%	11%
Difficult to use	6%	5%	8%
Too expensive	6%	9%	4%
Do not know how to use GSA's CHAMP/FMP	5%	7%	3%
Difficult to keep up with changing guidelines	5%	3%	6%
Other	21%	19%	20%

HQ55, FQ54: Imagine that you are in a situation where you have the option of using CHAMP/FMP and you choose to do so. For what reasons would you NOT use CHAMP/FMP? (n=309)

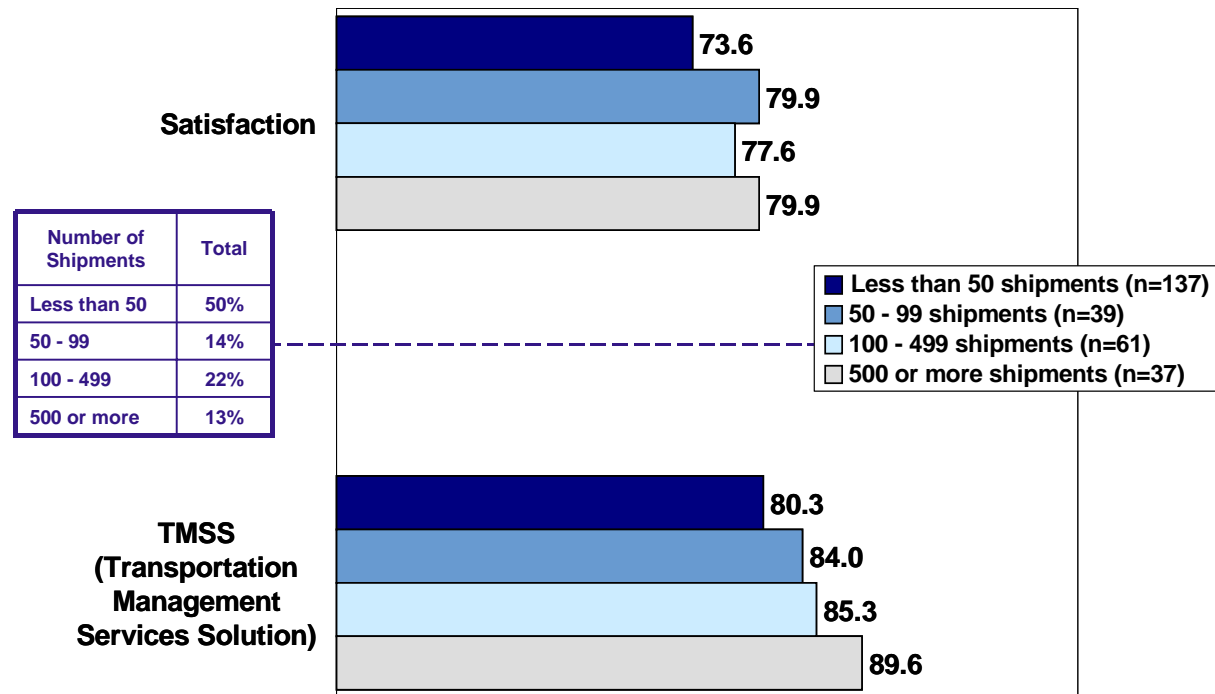
Satisfaction & TMSS Scores by Key Segments

Satisfaction & TMSS Scores by Key Segments

Satisfaction and TMSS by Number of Shipments Made

The variation in TMSS scores by number of shipments made is significant. As the number of shipments made increases the TMSS rating also increases.

The variation in Satisfaction levels is notable, but not significant. Similarly, satisfaction levels increase along with the number of shipments.



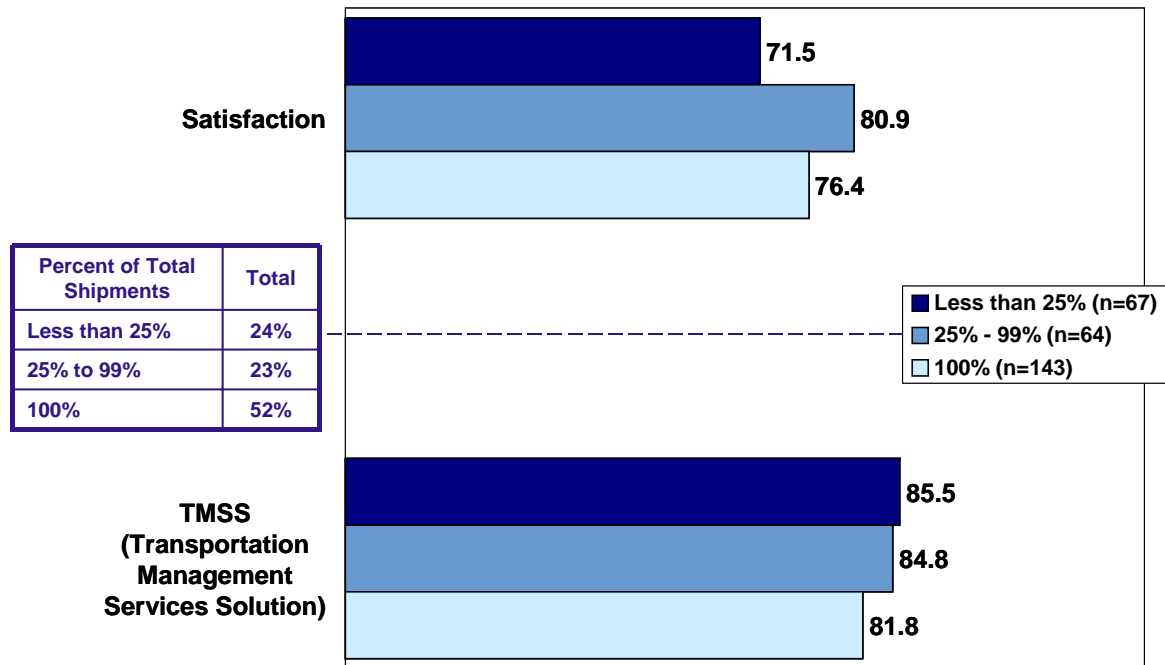
HQ47, FQ49: How many Household Goods/Freight shipments have you made in total within the past 12 months through CHAMP/FMP or any other service provider? (H=130, F=144)

Satisfaction & TMSS Scores by Key Segments

Satisfaction and TMSS by Percent of Shipments Placed through GSA

Respondents who placed a significant percent of their shipments (25% to 99%), but not all of their shipments, through CHAMP/FMP are most satisfied with the program.

All respondents rate TMSS very high regardless of the percent of shipments they placed through GSA.

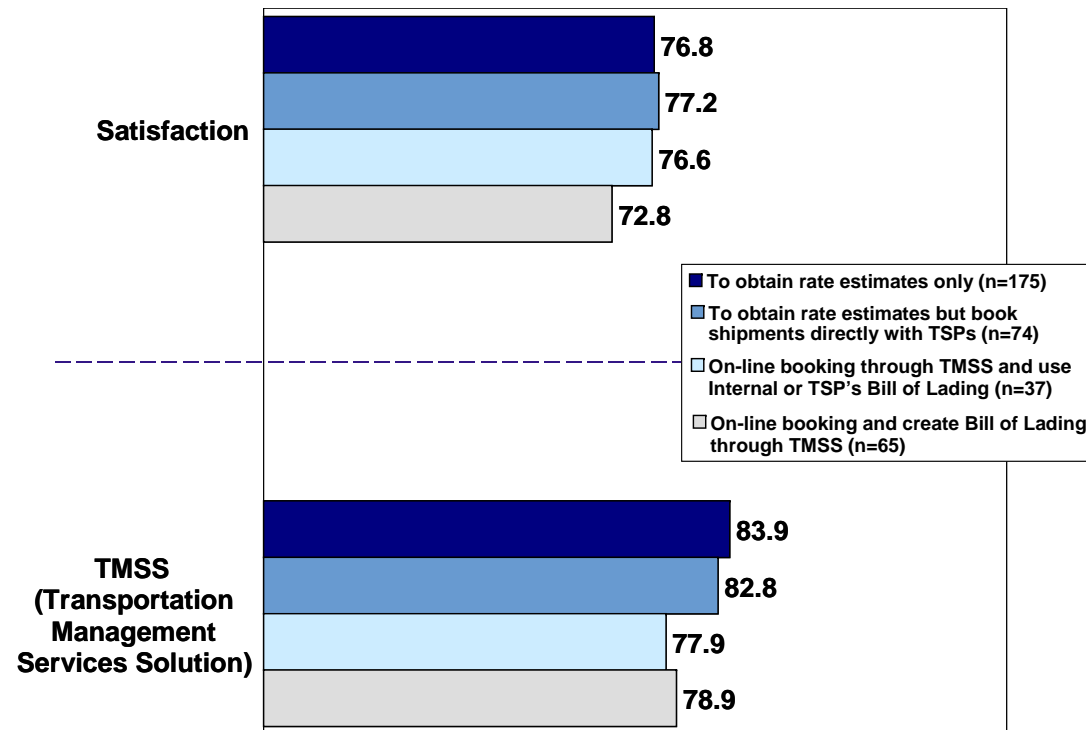


HQ48, FQ50: Approximately what percentage of these shipments did you place through CHAMP/FMP? (H=130, F=144)

Satisfaction & TMSS Scores by Key Segments

Satisfaction and TMSS by Functions Used TMSS For

There is little variation in Satisfaction and TMSS by Functions Used TMSS for.

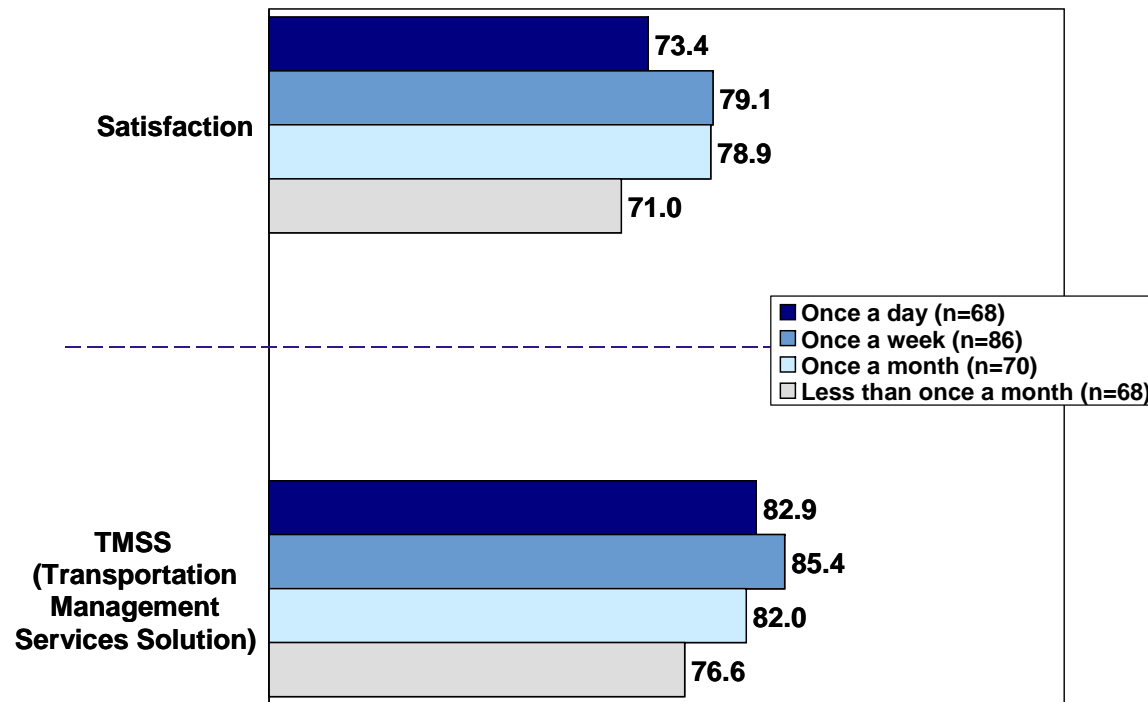


Q11: For which of the following functions have you used TMSS? (n=263)

Satisfaction & TMSS Scores by Key Segments

Satisfaction and TMSS by TMSS Usage Frequency

Variation in TMSS scores and Satisfaction levels are significant by TMSS Usage Frequency.



Q9: On average, how frequently do you use TMSS? (n=304)

Additional Analysis

Transportation Prediction Model

Transportation Prediction Model

Since the ACSI methodology is predictive, we can compare the expected change in satisfaction as predicted by the model to the actual change. The impacts from the 2006 study for the component areas of Customer Service/Program Support, Transportation Service Providers, TMSS, Price/Value and GSA Website represent the expected change in satisfaction for each 5-point gain in that area (please refer to next page). For example, Price/Value component for Household Goods had an impact of 1.5 in the 2006 study. Thus, had the score for TMSS increased 5 points from 2006 to 2007, we would expect that satisfaction would have gone up by 1.5 points.

The actual change in Household Goods Price/Value from 2006 to 2007 was in fact very close to 5 points – the score increased 4.2 points. So we would expect that Satisfaction would increase by $4.2/5.0$ (or 84%) of Price/Value's impact from 2006 (1.5).

The formula for expected change in satisfaction that results from a change in performance in each component area is:

$$(\text{Component Score}_{2007} - \text{Component Score}_{2006}) \times (\text{Impact}_{2006}/5) = \text{Expected Change in Satisfaction}$$

Again, using the HHG Price/Value example, the corresponding figures are $(82.3 - 78.1) \times (1.5/5.0) = 1.3$

Because the components are additive, we can predict the expected change in overall satisfaction by repeating this process for each area of the model as the table on the next page demonstrates. Thus, the sum of the Predicted Change in satisfaction for the five component areas for HHG is 1.5. This compares quite closely to the actual change in satisfaction for Household Goods, which was -0.6 points. Similarly, for Freight, the sum of the Predicted Change in satisfaction for the 5 component areas is -2.3 which again closely compares to the actual change in satisfaction which was -5.0 points.

Prediction Model

Household Goods Prediction Model

Based on 2006 impacts and differences in 2006 and 2007 scores, we can predict the expected change in CSI. This wave, we predicted no significant change in CSI and the actual CSI change confirms that.

	2006 Score	2007 Score	2006 Impact	Predicted Change	
Customer Service/ Program Support	86.6	86.8	0.3	0.0	
Transportation Service Providers	85.7	86.7	0.3	0.1	
TMSS	84.1	84.1	1.1	0.0	
Price/Value	78.1	82.3	1.5	1.3	
GSA Website	78.5	78.9	1.8	0.2	
				1.5	→ Predicted Change
Satisfaction	79.3	78.7	--	-0.6	→ Actual Change

Prediction Model

Freight Prediction Model

Based on 2006 impacts and differences in 2006 and 2007 scores, we can predict the expected change in CSI. This wave, we predicted a significant negative change in CSI and the actual CSI change confirms that.

	2006 Score	2007 Score	2006 Impact	Predicted Change
Customer Service/ Program Support	84.9	80.2	0.3	-0.2
Transportation Service Providers	84.3	78.0	0.3	-0.4
TMSS	81.2	80.9	1.1	-0.1
Price/Value	80.0	78.7	1.5	-0.4
GSA Website	78.5	75.2	1.8	-1.2
				-2.3 → Predicted Change
Satisfaction	78.3	73.4	--	-5.0 → Actual Change

Agency Results

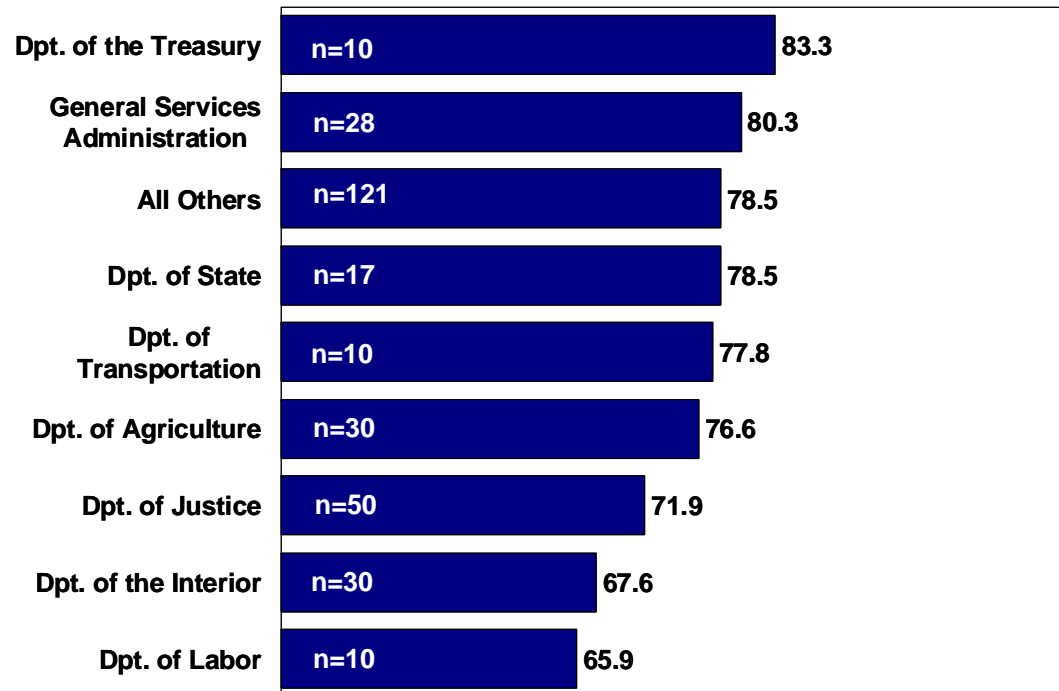
Agency

Agency	n	%
Dpt. of Justice	50	16%
Dpt. of Agriculture	30	10%
Dpt. of the Interior	30	10%
General Services Administration	28	9%
Dpt. of State	17	6%
Dpt. of Labor	10	3%
Dpt. of Transportation	10	3%
Dpt. of the Treasury	10	3%
Other*	121	40%

*Other includes all agencies with sample size less than 10.
3 respondents have no agency information

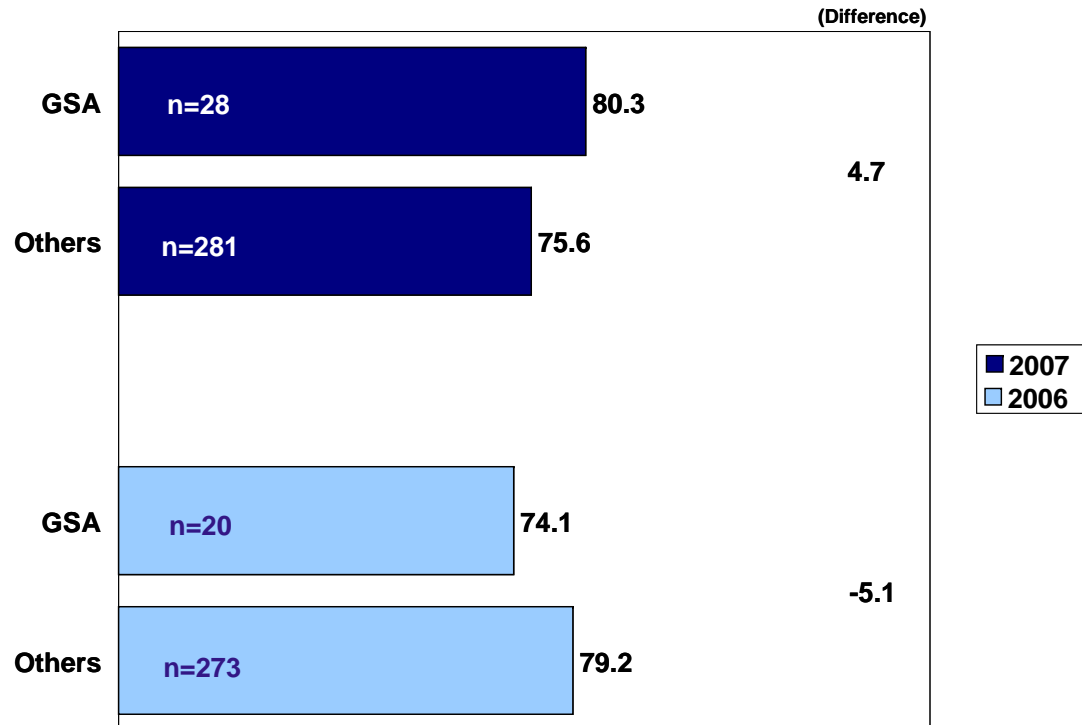
Agency Results

Satisfaction (CSI) by Agency



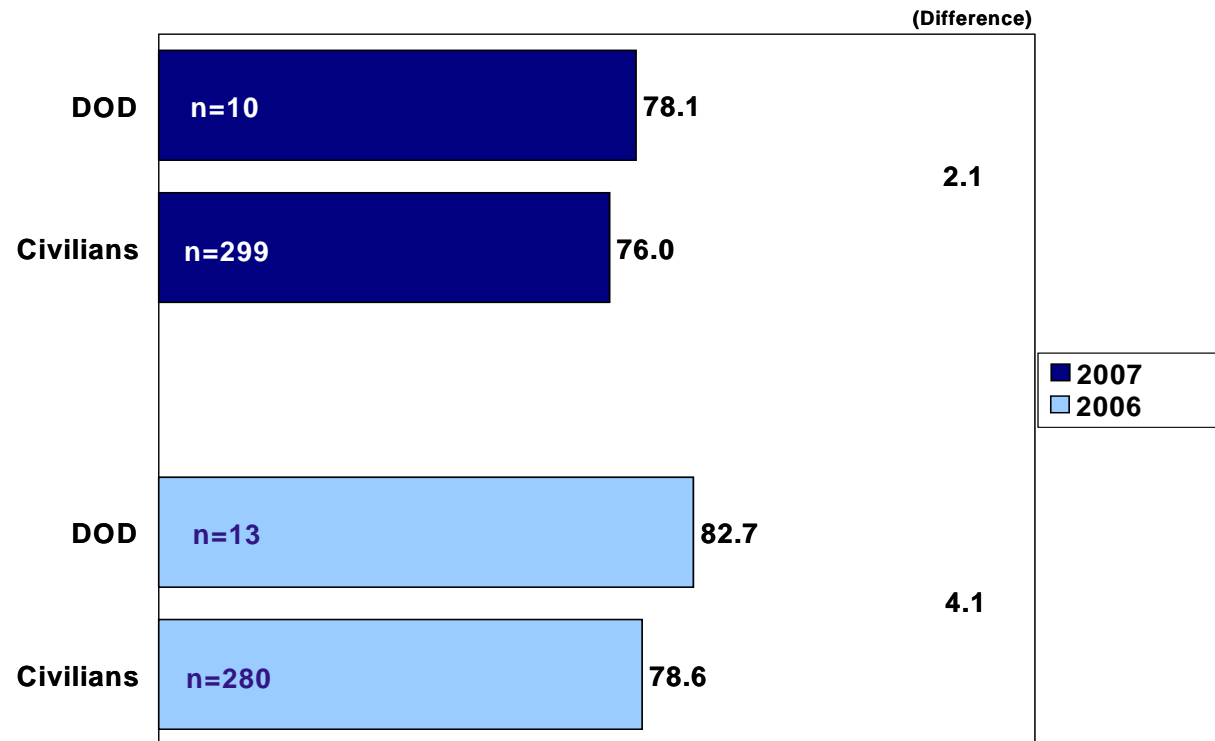
Agency Results

Satisfaction by Agency – GSA Compared to Others



Agency Results

Satisfaction by Agency – DOD Compared Civilians



Additional Analysis

HHG Relocation Companies/Move Managers

Use Relocation Companies/Move Managers	HHG
Use Relocation Companies/Move Managers	46%

Q50: Do you use relocation companies and/or move managers? (n=138)

Relocation Companies/Move Managers More, Less or About the Same than a Year Ago	HHG
About the same	60%
More	26%
Less	11%

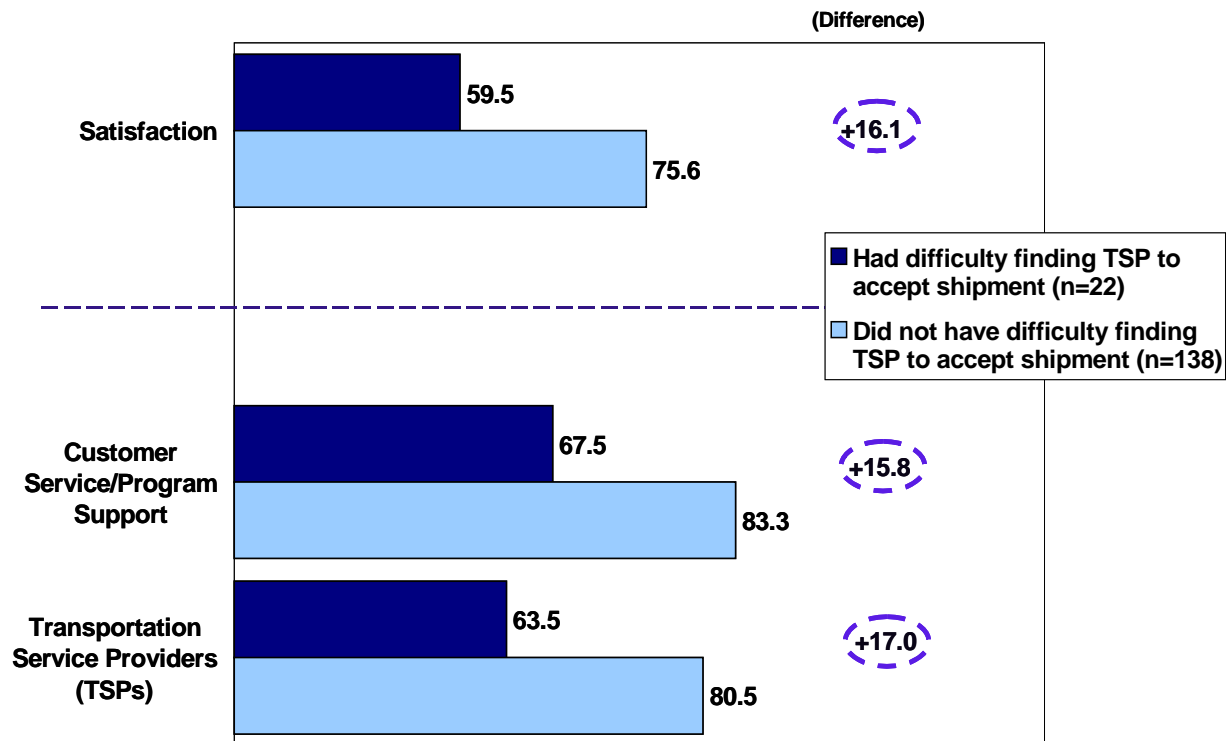
Q51: Are you using a relocation company and or move manager more, less or about the same amount as you were a year ago for employee relocations? (n=63)

Reasons for using a relocation company/move manager more often
Management/Agency decision
Easier billing
Guaranteed home sale

Additional Analysis

Satisfaction, TSPs and Customer Service by Had Difficulty Finding a TSP To Accept Shipment

14% of Freight respondents had difficulty finding a TSP to accept their shipment using the GSA tender rate. (11% in 2006). These respondents provided significantly lower Satisfaction, Customer Service/Program Support and TSPs ratings than those who did not have any difficulty.



FQ34: When booking a Freight shipment, did you have difficulty finding a TSP to accept your shipment using the GSA tender rate? (n=160)

Additional Analysis

Other Sources Used for Transportation

Other Sources Used in Past 12 Months*	Transportation	HHG	Freight
Direct procurement with a Transportation Service Provider	91%	90%	93%
GSA's Transportation, Delivery and Relocation Solutions (TDRS) Schedule	89%	94%	85%
Other	92%	93%	91%

HQ48, FQ50: Other sources that you have used for HHG/Freight transportation in the past 12 months. (H=69, F=82)

Additional Analysis

Following is a list of transportation offerings respondents would like to see GSA provide in addition to those already offered:

- Air Freight services
- More shipping options (e.g. overseas shipping, shipping to Alaska/Hawaii, small parcels, specialized shipments)
- More services (e.g. office moving, official vehicles, overseas shipping, shipping to Alaska/Hawaii, small parcels)
- Improve/increase training
- Freight services
- Include rates on website
- Make process more user friendly
- More information available (e.g. in TMSS system, on website)
- Rentals (e.g. vehicle rental pools)
- Improve online order process

Appendix

Attribute Tables
Responses to Non-modeled Questions
Verbatim Comments
Questionnaire