

Paperwork Reduction Act Statement

OMB No: 3090-0297

Expires 08/31/2022

This information collection meets the requirements of 44 U.S.C. § 3507, as amended by section 2 of the Paperwork Reduction Act of 1995. You do not need to answer these questions unless we display a valid Office of Management and Budget (OMB) control number. The OMB control number for this collection is 3090-0297. We estimate that it will take 2 hours to read the instructions, gather the facts, and answer the questions. Send only comments relating to our time estimate, including suggestions for reducing this burden, or any other aspects of this collection of information to: General Services Administration, Regulatory Secretariat Division (MVCB), ATTN: Lois Mandell/IC 3090-0297, 1800 F Street, NW, Washington, DC 20405.

Focus Group Questions

Questions are intended to be asked in a focus group setting. Project team members will present vendors with project information and solicit reactions and inputs. This will help the team shape the future state of catalog management, and solve key problems that will ultimately improve customers' experience interacting with the catalog. Due to limitations on travel, these engagements will be conducted entirely virtually.

Note that not every vendor will be asked every question due to limitations on time. We will use chat to augment responses (e.g. "if you agree with what X just said, please chat "agree" or expound upon the point via chat)

- **Introductions** (*We will start by going down the list of names and ask all attendees to respond to the following 3 questions*)
 - o What is your name?
 - o What is the name of the company you are representing that holds a GSA contract?
 - o How do you interact with GSA catalog data and systems? How long have you been using SIP?
 - o How does your organization cultivate and manage catalog data internally? (e.g. one-man-shop, small team, entire division, outsourced)
- **Understanding Vendor Current State**
 - o In conducting GSAAvantage site and order surveys, customers consistently complain about the lack of accurate and consistent catalog descriptions and photos. What is the biggest obstacle to keeping your catalog up to date, complete, and accurate?
 - o In conducting GSAAvantage site and order surveys, customers consistently complain that placing an order often results in an order cancellation. What is the leading cause for order cancellations?
 - o [For products only] How do you utilize Original Equipment Manufacturer data in your listings?
 - o [For products only] How do you manage inventory & stock internally? If possible, would you want to provide stock levels to GSA customers? Why or why not?

- [For products only] A follow on for vendors who do not manage stock directly- If you rely on a wholesaler to 'drop-ship' delivery, how do you ensure your catalog is up to date when your wholesaler does not have availability?
 - o [For products only] What is the biggest obstacle to providing accurate, high quality photos?
 - o [For services only] How do you market or use your Terms and Conditions file?
 - o [For services only] How do you or your customers use the CALC tool?
- **Socializing Our Thinking**
 - o What are your initial reactions? Are we missing anything as a critical baseline function? Are we missing any critical improvements?
 - o GSA is planning an iterative process for vendor-provided data to be replaced with standard manufacturer data over-time. Do you have any unique concerns that OEM data would not be reflective of your offerings?
- **Future State Exploration**
 - o Do you have the technical capability to input your vendor catalog via API? Would you input it via API if possible?
 - o If possible, what other data fields could we offer to make your listings more accurate and complete?
 - o If possible, what other types of pricing structures would you like to offer (i.e. in addition to labor categories)?
 - o If we create a systematic way to intake your price list so that customer-facing applications like CALC can display that information immediately, how would that impact you?
 - o If you provide catalogs to other e-commerce platforms, what are some things they do well that GSA could consider adopting?
 - o Overall, what is the number one change GSA could make to improve the catalog data vendors provide to our customers?