**2020 Customer Loyalty Survey**

Req-14

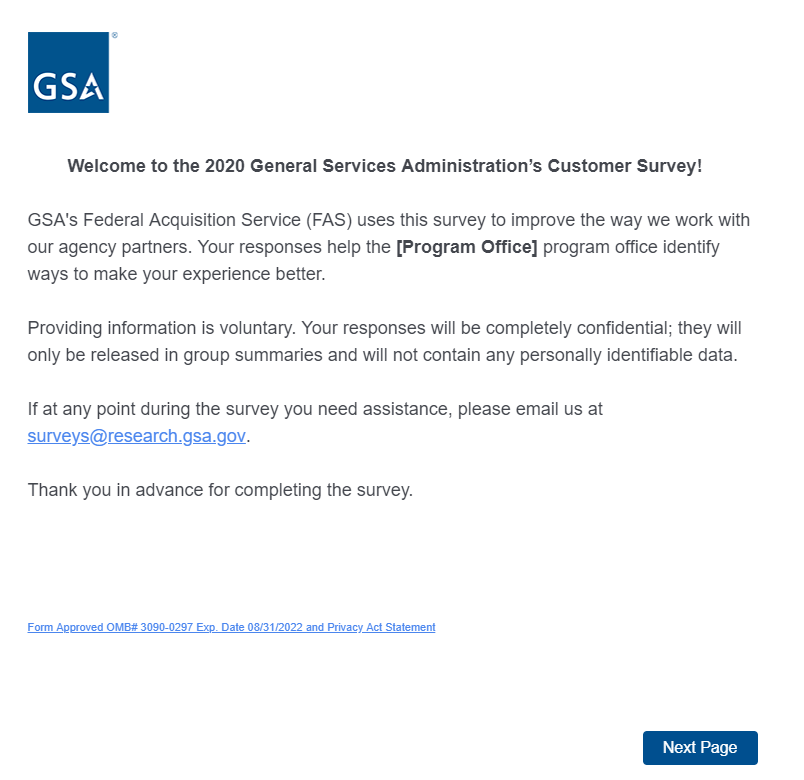
For PRA Review only – Contents of this box will not be displayed to recipients.

Note that this survey depends on embedded data to determine which questions will be displayed to each recipient. Embedded data are commands built into the survey that draw information from the contact list. Survey responses remain confidential.

The embedded data fields that are used in this survey are:

* Program Office (GSA program being rated)

**Screen 1**

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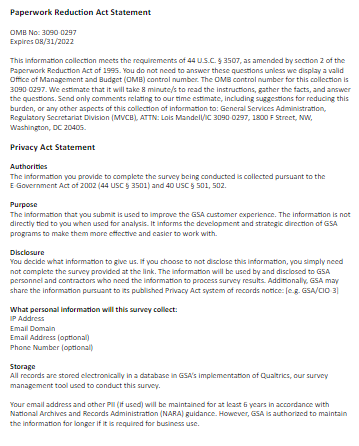
On Screens 1, 2, 3, 5, 6, 7a, 7c, 31, and 32, [Program Office] will be replaced by one of the following:

* GSA Information Technology Category
* GSA Personal Property Management
* GSA 4PL Retail Store (ServMart)
* GSA Global Supply
* GSA SmartPay
* U.S. Web Design System
* Data.gov
* DigitalGov

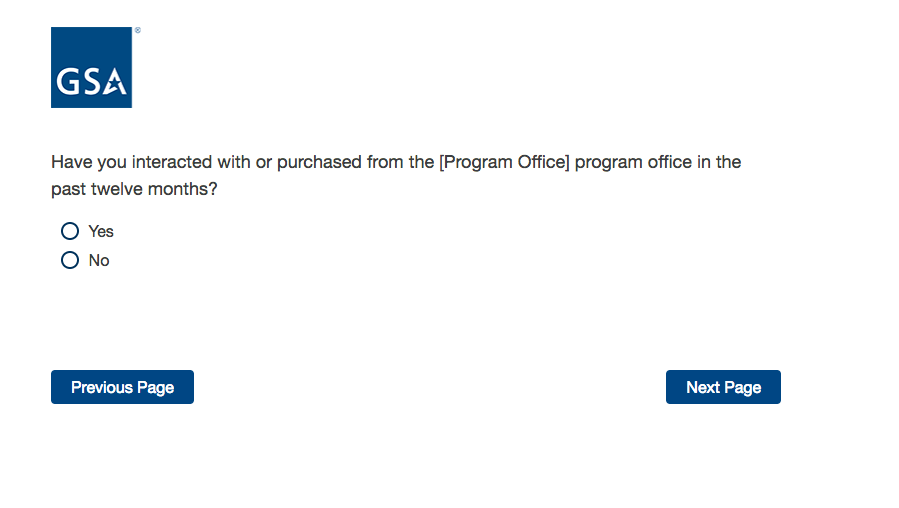
Link at the bottom of above page goes to a pdf displaying the PRA statement and a GSA Privacy Act Statement. See next page for screenshot.

**Screen 1, continued**

Screenshot of pdf linked from bottom of first page:

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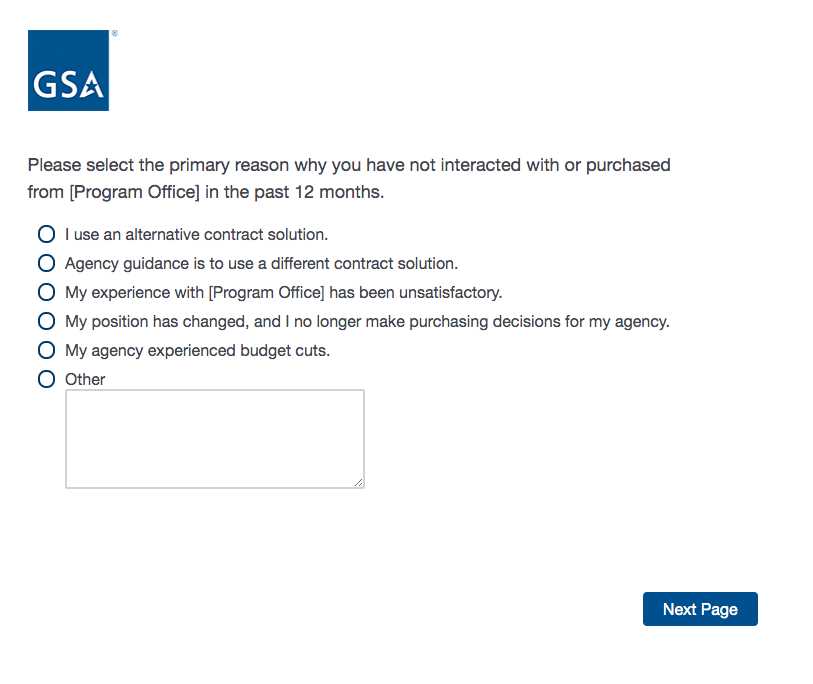
**Screen 2**



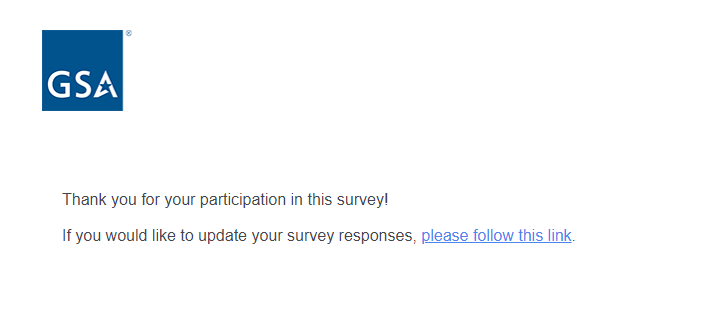
If No, then display Screen 3.

If Yes, skip to Screen 5.

**Screen 3**

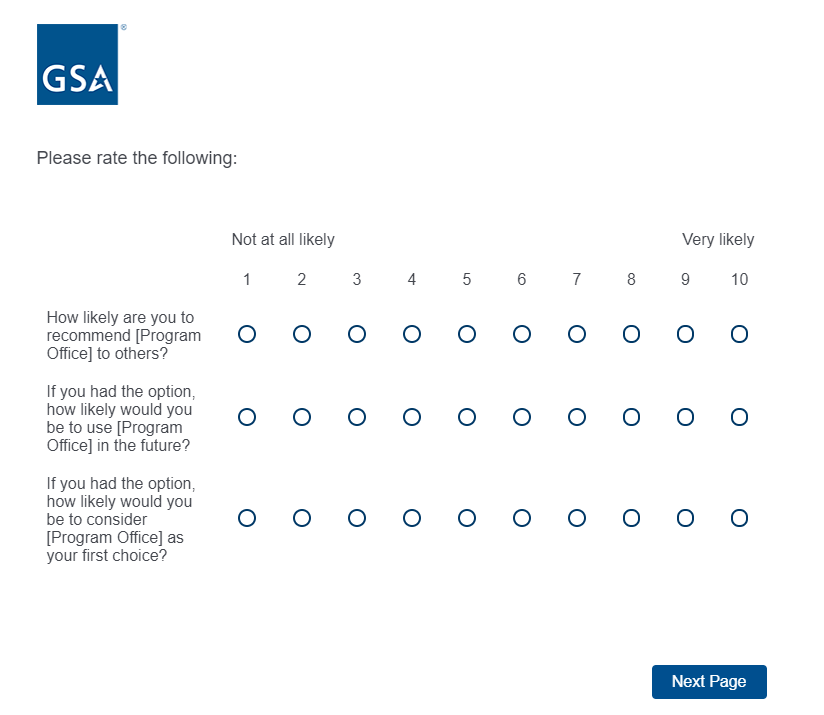


**Screen 4**

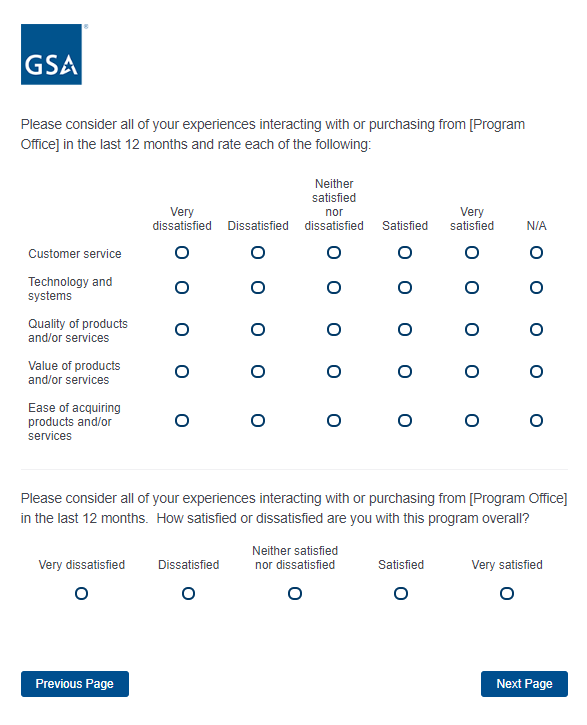


Exit survey (for respondents who select “No” on Screen 2).

**Screen 5**



**Screen 6**



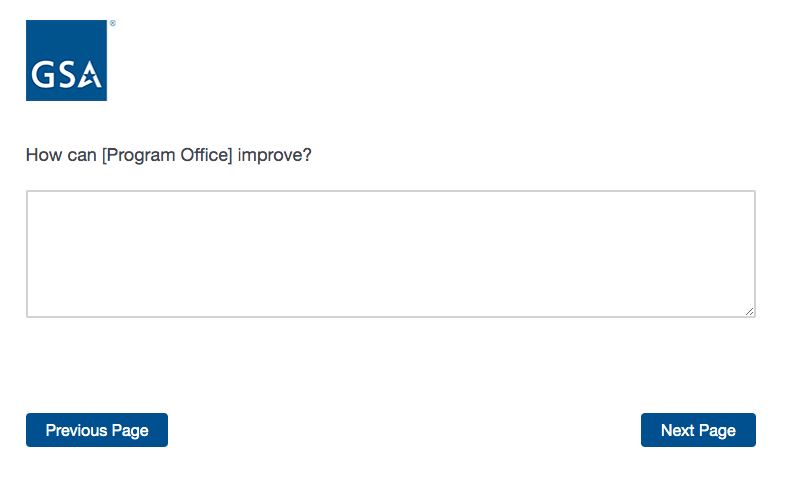
If “How satisfied or dissatisfied are you with this program?” = Very Dissatisfied, Dissatisfied, or Neither satisfied nor dissatisfied, move to Screen 7a.

If “How satisfied or dissatisfied are you with this program?” = Satisfied, skip to Screen 7b.

If “How satisfied or dissatisfied are you with this program?” = Very Satisfied, skip to Screen 7c.

**Screen 7a**

Display if “How satisfied or dissatisfied are you with this program?” = 1, 2, 3, 4, 5, or 6.



If Program Office = U.S. Web Design System, skip to Screen 8.

If Program Office = GSA Information Technology Category, skip to Screen 9.

If Program Office = GSA Personal Property Management, skip to Screen 10.

If Program Office = GSA 4PL Retail Store (ServMart), skip to Screen 14.

If Program Office = GSA Global Supply, skip to Screen 18.

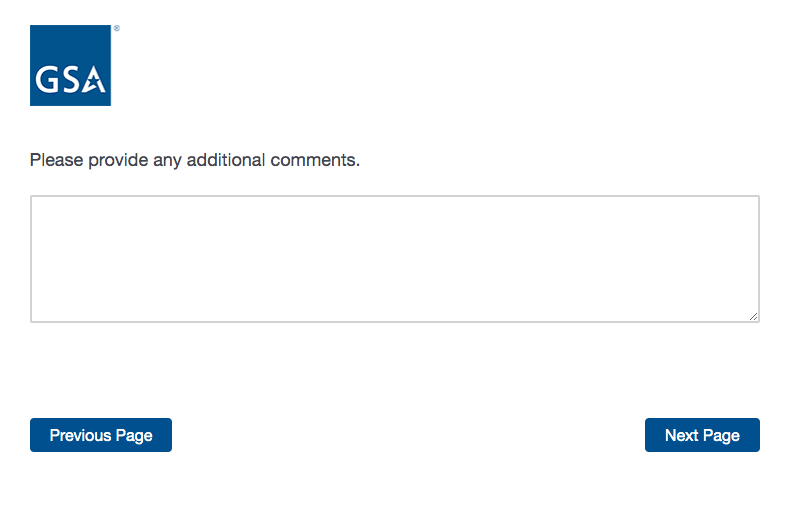
If Program Office = Data.gov, skip to Screen 24.

If Program Office = GSA SmartPay, skip to Screen 25.

If Program Office = DigitalGov, skip to Screen 28.

**Screen 7b**

Display if “How satisfied or dissatisfied are you with this program?” = 7 or 8.



If Program Office = U.S. Web Design System, skip to Screen 8.

If Program Office = GSA Information Technology Category, skip to Screen 9.

If Program Office = GSA Personal Property Management, skip to Screen 10.

If Program Office = GSA 4PL Retail Store (ServMart), skip to Screen 14.

If Program Office = GSA Global Supply, skip to Screen 18.

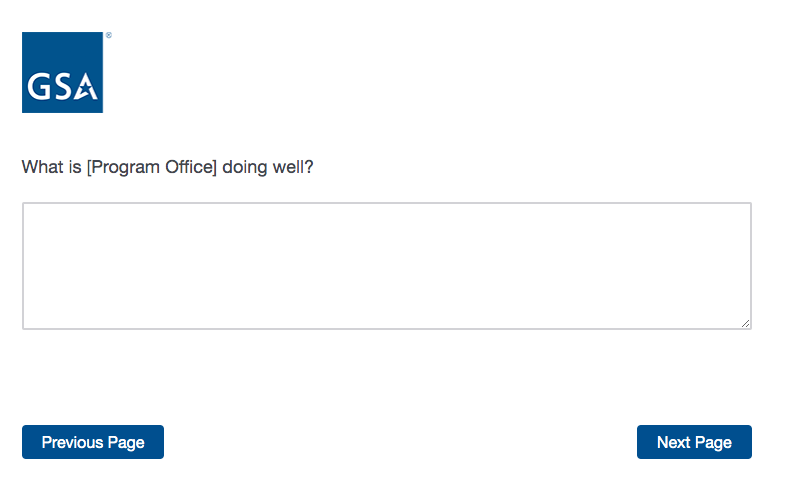
If Program Office = Data.gov, skip to Screen 24.

If Program Office = GSA SmartPay, skip to Screen 25.

If Program Office = DigitalGov, skip to Screen 28.

**Screen 7c**

Display if “How satisfied or dissatisfied are you with this program?” = 9 or 10.



If Program Office = U.S. Web Design System, skip to Screen 8.

If Program Office = GSA Information Technology Category, skip to Screen 9.

If Program Office = GSA Personal Property Management, skip to Screen 10.

If Program Office = GSA 4PL Retail Store (ServMart), skip to Screen 14.

If Program Office = GSA Global Supply, skip to Screen 18.

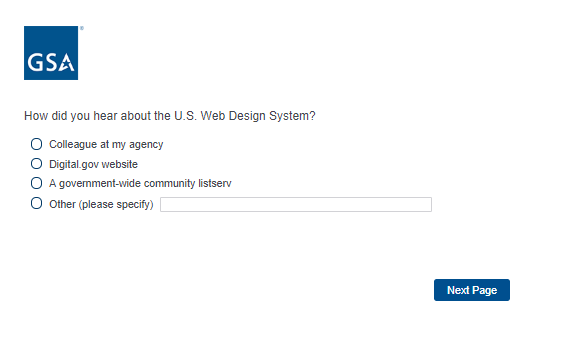
If Program Office = Data.gov, skip to Screen 24.

If Program Office = GSA SmartPay, skip to Screen 25.

If Program Office = DigitalGov, skip to Screen 28.

**Screen 8**

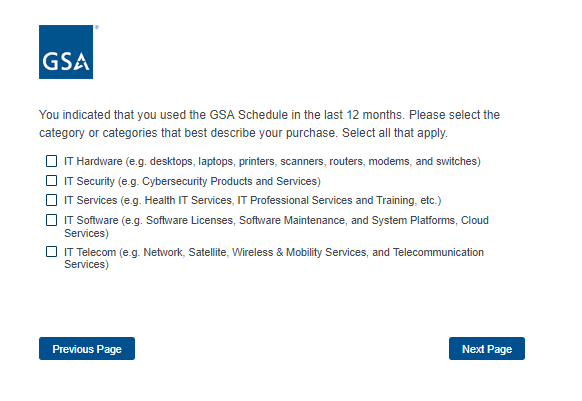
Display if Program = U.S. Web Design System

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Proceed to Screen 31.

**Screen 9**

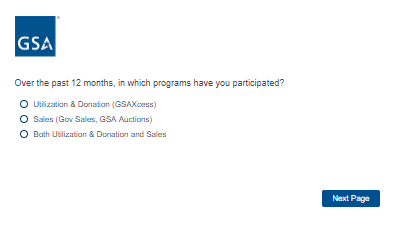
Display if Program Office = GSA Information Technology Category

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Proceed to Screen 31.

**Screen 10**

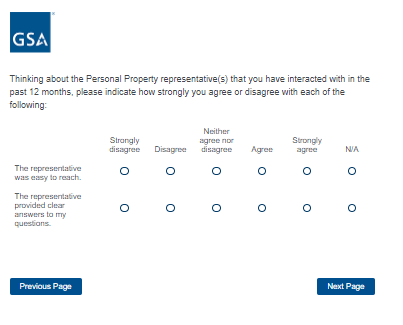
Display if Program Office = GSA Personal Property Management

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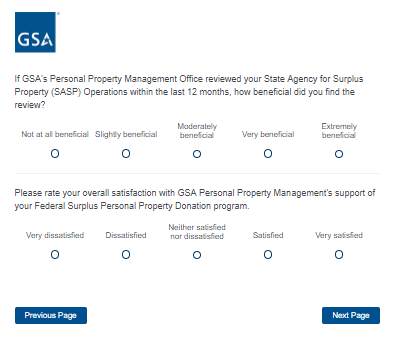
**Screen 11**

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**Screen 12**

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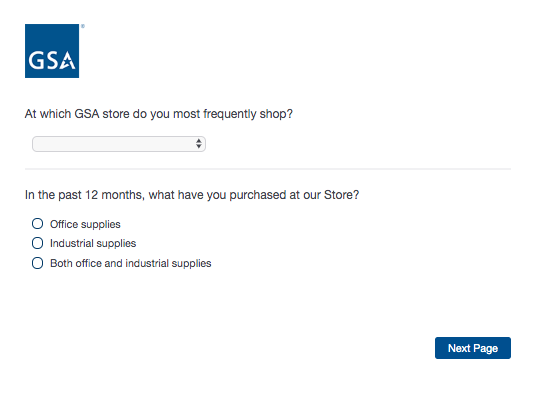
**Screen 13**

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Proceed to Screen 31.

**Screen 14**

Display if Program = GSA 4PL Retail Store (ServMart)



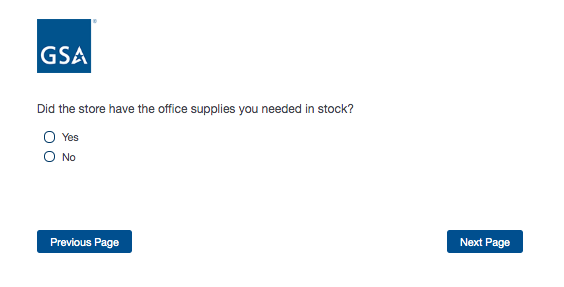
If “In the past 12 months, what have you purchased at our Store” = Office supplies, move to Screen 15a.

If “In the past 12 months, what have you purchased at our Store” = Industrial supplies, skip to Screen 15b.

If “In the past 12 months, what have you purchased at our Store” = Both office and industrial supplies, skip to Screen 15c.

**Screen 15a**

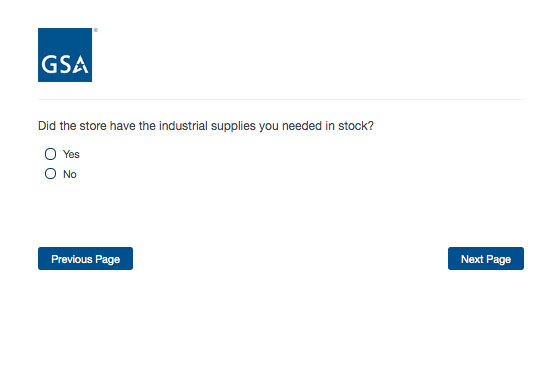
Display if “In the past 12 months, what have you purchased at our Store” = Office supplies.



Proceed to Screen 16.

**Screen 15b**

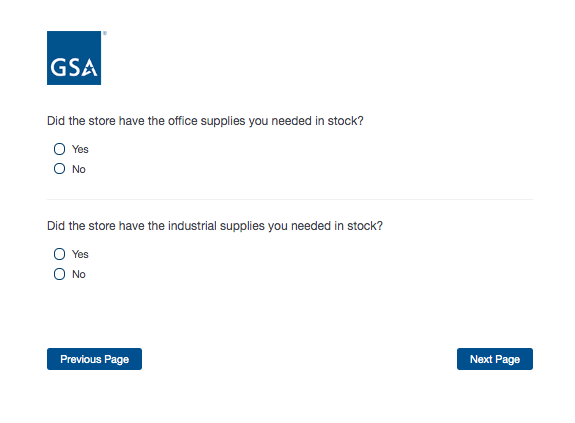
Display if “In the past 12 months, what have you purchased at our Store” = Industrial supplies.



Proceed to Screen 16.

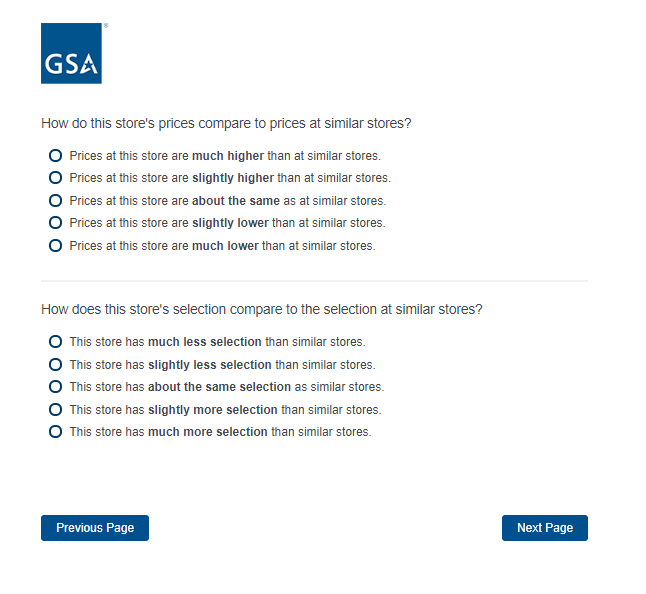
**Screen 15c**

Display if “In the past 12 months, what have you purchased at our Store” = Both office and industrial supplies.

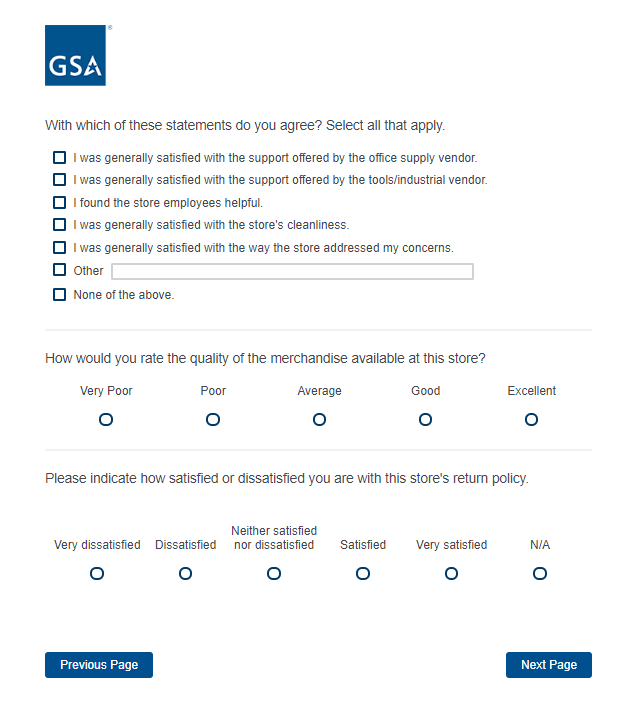
****

Proceed to Screen 16.

**Screen 16**

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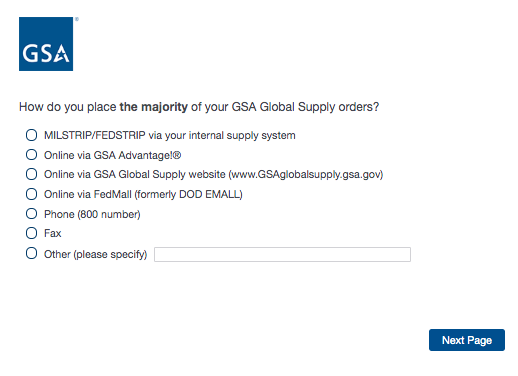
**Screen 17**



Proceed to Screen 31.

**Screen 18**

Display if Program Office = GSA Global Supply



If “How do you place the majority of your GSA Global Supply orders?” = MILSTRIP/FEDSTRIP, display additional question 19a.

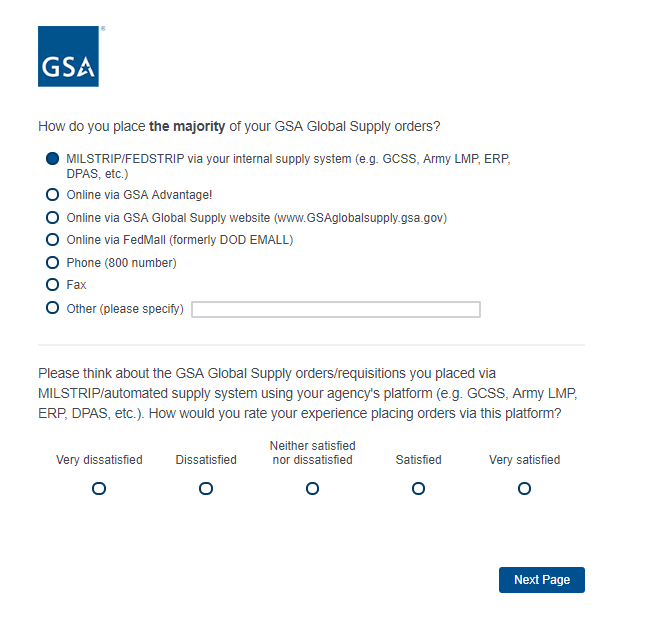
If “How do you place the majority of your GSA Global Supply orders?” = Online via GSA Advantage or Online via GSA Global Supply website, display additional question 19b.

If “How do you place the majority of your GSA Global Supply orders?” = Online via FedMall, display additional question 19c.

If “How do you place the majority of your GSA Global Supply orders?” = Phone (800 number), display additional question 19d.

**Screen 19a**

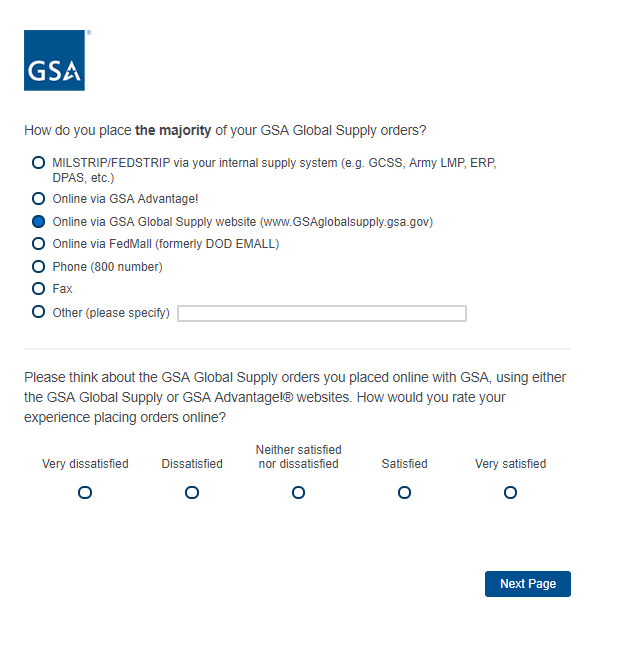
Display if “How do you place the majority of your GSA Global Supply orders?” = MILSTRIP/FEDSTRIP

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Proceed to Screen 31.

**Screen 19b**

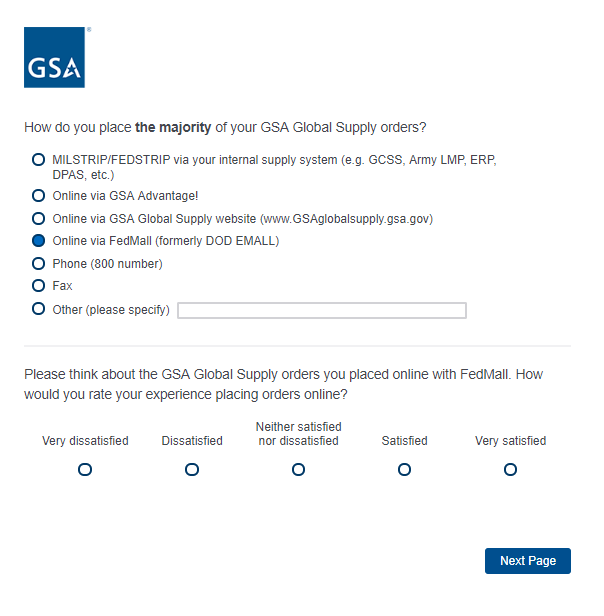
Display if “How do you place the majority of your GSA Global Supply orders?” = Online via GSA Advantage or Online via GSA Global Supply website

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Proceed to Screen 20.

**Screen 19c**

Display if “How do you place the majority of your GSA Global Supply orders?” = Online via FedMall

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Proceed to Screen 20.

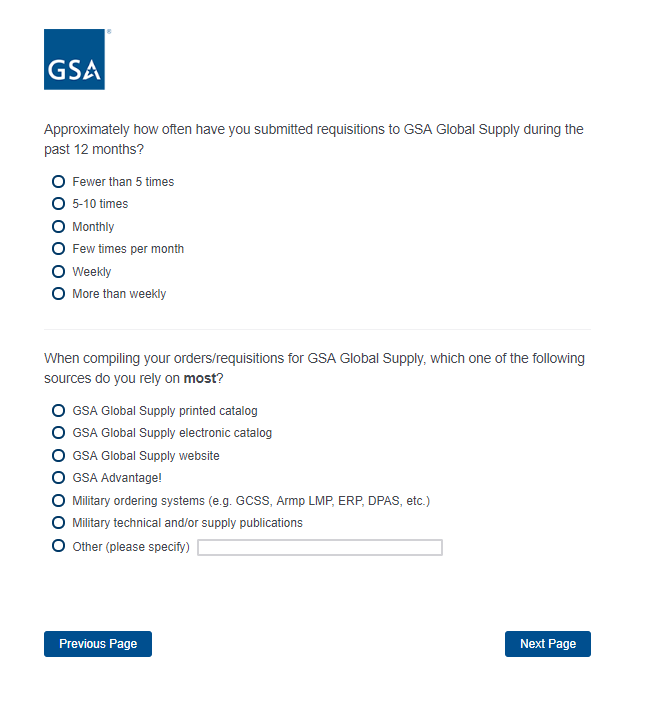
**Screen 19d**

Display if “How do you place the majority of your GSA Global Supply orders?” = Phone (800 number)

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Proceed to Screen 20.

**Screen 20**

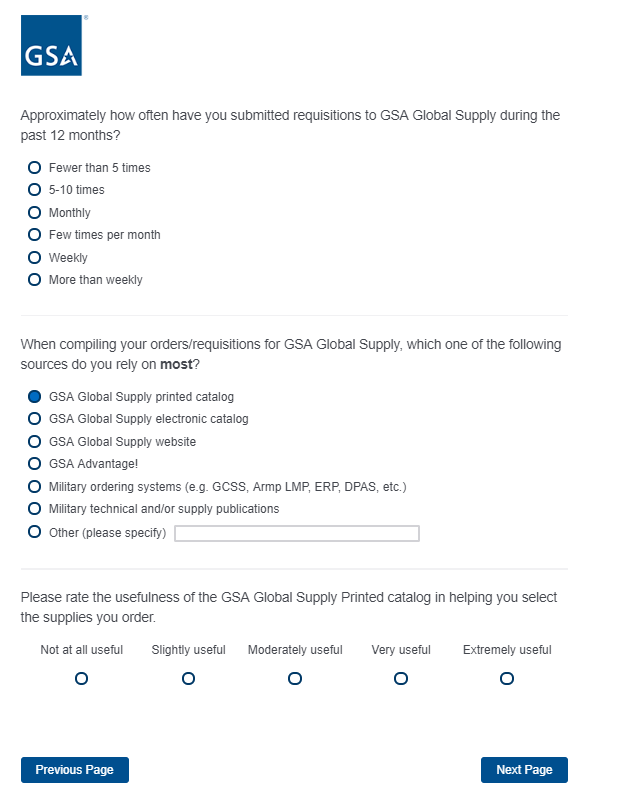


If “When compiling your orders, which of the following sources do you rely on most?” = GSA Global Supply printed catalog, display additional question on Screen 21a.

If “When compiling your orders, which of the following sources do you rely on most?” = GSA Global Supply electronic catalog, display additional question on Screen 21b.

**Screen 21a**

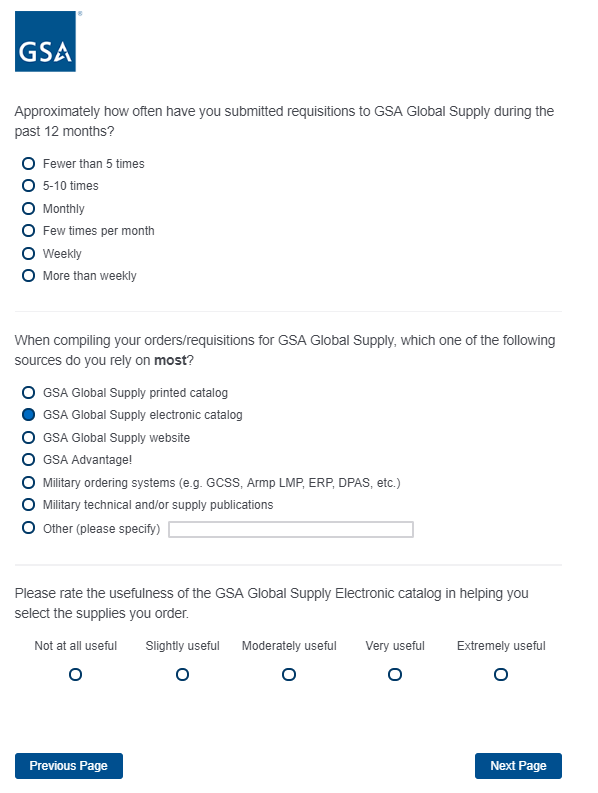
Display if “When compiling your orders, which of the following sources do you rely on most?” = GSA Global Supply printed catalog

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Proceed to Screen 22.

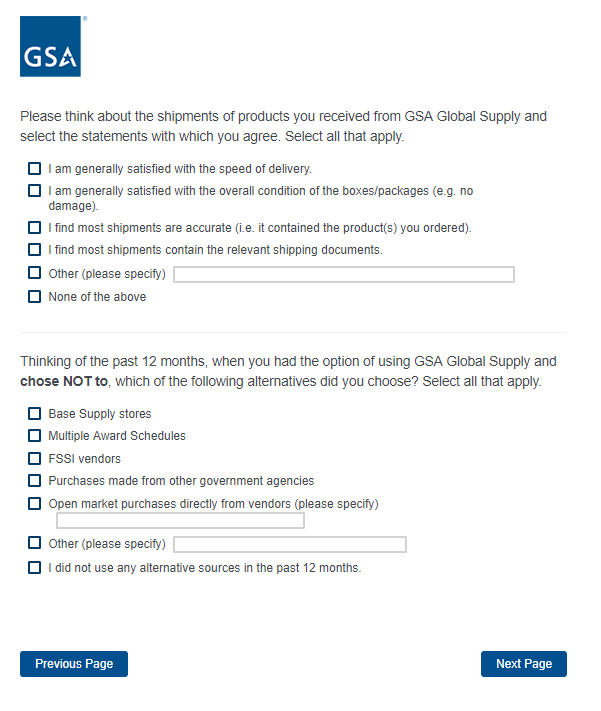
**Screen 21b**

Display if “When compiling your orders, which of the following sources do you rely on most?” = GSA Global Supply electronic catalog

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Proceed to Screen 22.

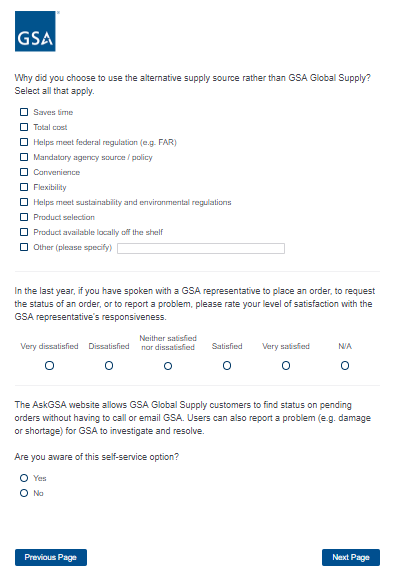
**Screen 22**



If “I did not use any alternative sources in the past 12 months” is selected, move to Screen 23, but do not display “Why did you choose to use the alternative supply source rather than GSA Global Supply?”

For all other response options, move to Screen 23.

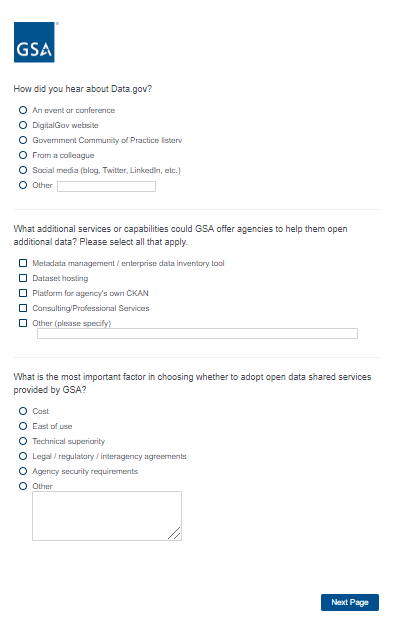
**Screen 23**



Proceed to Screen 31.

**Screen 24**

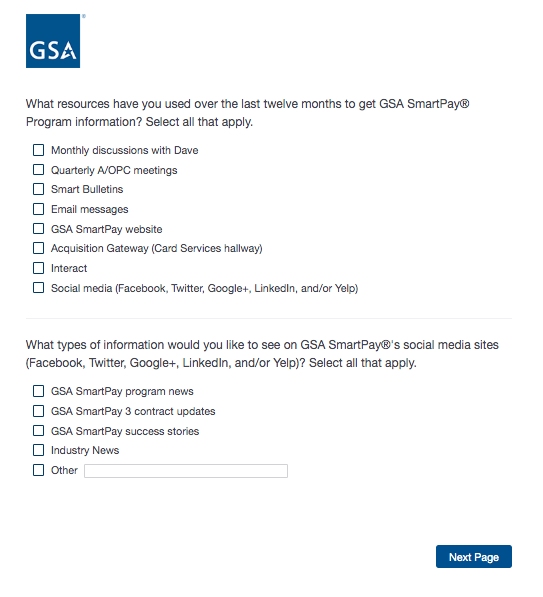
Display if Program Office = Data.gov



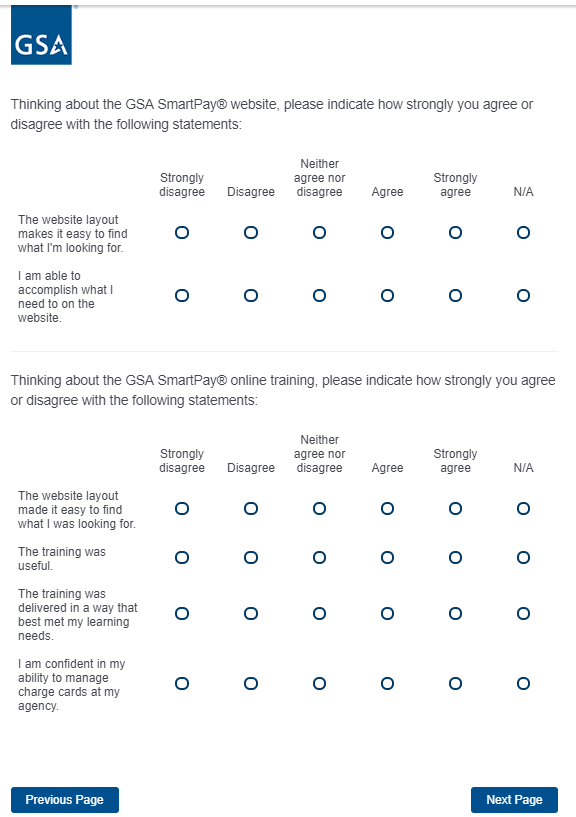
Proceed to Screen 31.

**Screen 25**

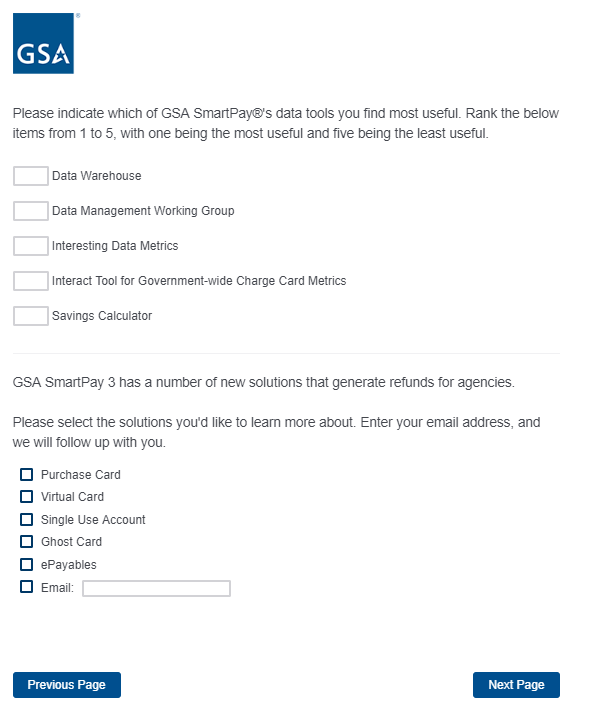
Display if Program Office = GSA SmartPay



**Screen 26**



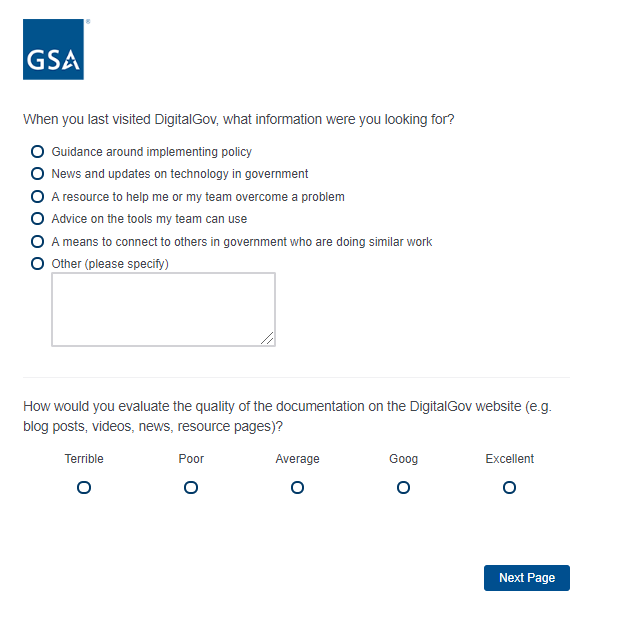
**Screen 27**



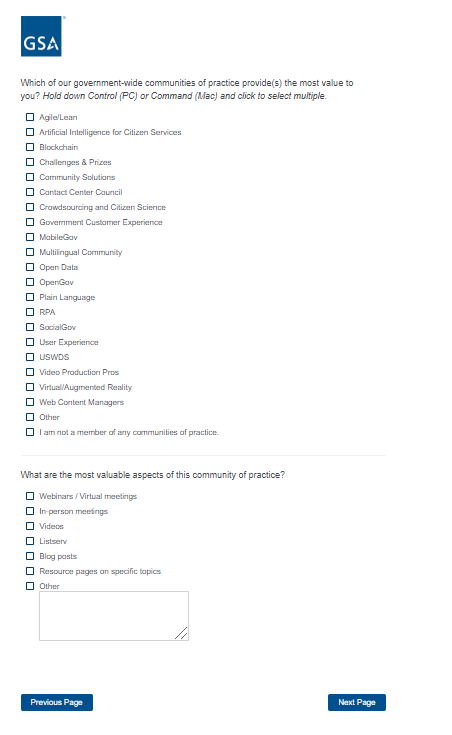
Proceed to Screen 31.

**Screen 28**

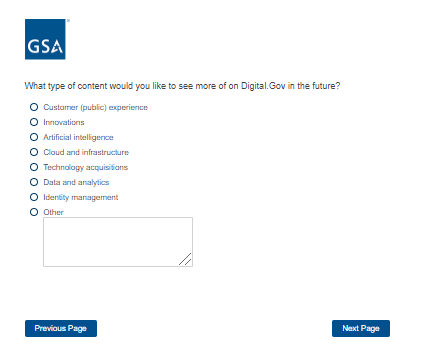
Display if Program Office = DigitalGov



**Screen 29**



Screen 30

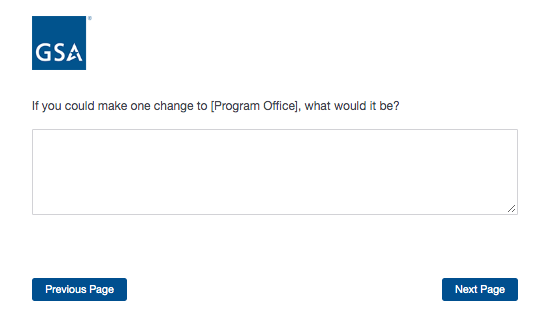


Proceed to Screen 31.

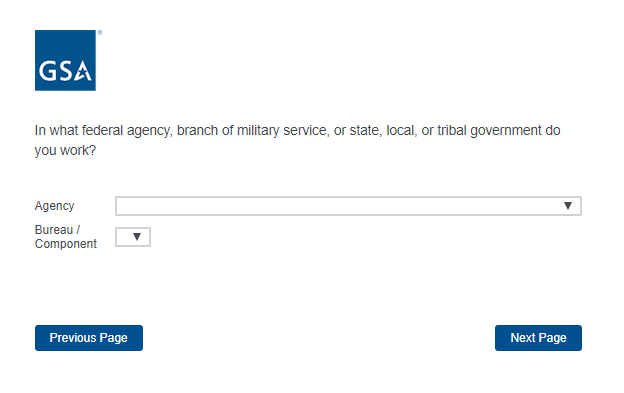
**Screen 31**



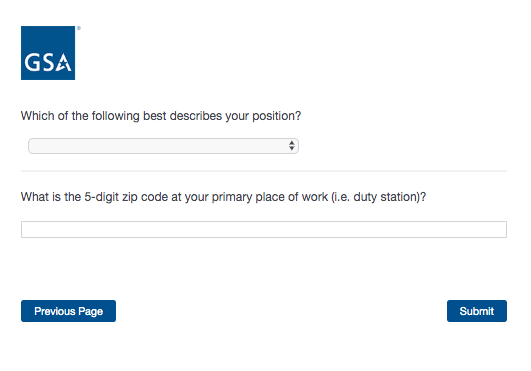
**Screen 32**

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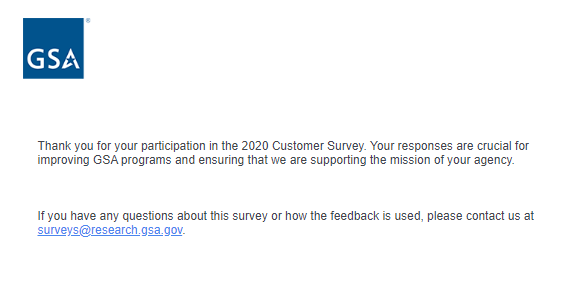
**Screen 33**

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**Screen 34**

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**Screen 35**



End of survey