

**NIST Office of Reference Materials (ORM)  
Standard Reference Materials  
Customer Satisfaction Report Card**

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**1. Explain who will be surveyed and why the group is appropriate to survey.**

As part of the NIST Balanced Scorecard effort, the Office of Reference Materials (ORM), working with the NIST Laboratories, will survey customers of Standard Reference Materials (SRMs). By surveying the customers of NIST SRMs, ORM and the NIST Laboratories obtain feedback on how to improve the product and its delivery, customer service, and how to better meet the customer's needs regarding SRM products and services in the future.

**2. Explain how the survey was developed including consultation with interested parties, pretesting and responses to suggestions for improvement.**

Survey questions were developed by the NIST Office of Reference Materials management based upon previous customer satisfaction surveys and survey design templates. The use of templates provide quality, completeness, validity, and consistency of customer survey data collected throughout NIST, and ensures that NIST satisfaction surveys include standard questions that can be used to monitor performance at the group, division, and NIST levels and generate actionable data and insights. The surveys include scale questions, Yes/No questions and feedback questions. All feedback is forwarded to the pertinent Group Leader, Quality Manager (NIST and Division Level), and Technical Contacts. The surveys are an integral part of the NIST Quality System and are used in numerous Division Quarterly Quality Reports. Questions on SRMs have been harmonized so it is easier to see a cross-cutting of data and improvement needs for SRM product and service performance. The SRM survey also has a registration component for customer contact information so that SRM Quality representatives can get back to them to discuss their issues or problems, seek resolution, and provide updates on purchased SRMs.

**3. Explain how the survey will be conducted, how customers will be sampled if fewer than all customers will be surveyed, expected response rate, and actions your agency plans to take to improve the response rate.**

The NIST SRM Customer Registration and Surveys are made available through different means: a paper survey is sent with each SRM shipment and electronic surveys and registration are available online.

The **SRM Customer Registration and Survey paper card** uses a "report card" instrument that was developed by NIST on the basis of similar instruments used by a two-time Baldrige National Quality Award winner. The SRM Customer Registration and Survey paper card is provided with every NIST SRM purchased. The paper card is a self-mailer that is self-addressed with postage paid by NIST ORM. (Postage by the customer is not required if mailed within the United States.)

The **NIST SRM web site and the NIST SRM Online Request System** provides links to the online instruments where customers (domestic and international) can access the SRM Registration and Surveys. An invite to complete the online surveys and register an SRM also appears on the paper survey as an alternative to mailing in responses. Two electronic surveys are offered online to SRM customers.

- The **SRM Product Survey** allows the customer to rate the purchased SRM as well as any technical assistance provided.
- The **SRM Customer Service Satisfaction Survey** allows the customer to provide feedback on the purchase and receipt of their SRM order and the SRM web site.

Having two different online surveys allows customer to provide feedback as a user of the product and/or a purchaser. The online surveys use Yes/No questions to target the service they experience, thus reducing the number of questions and promoting an increase in the response rate. A response rate of at least 10% is expected. Having the surveys available online encourages international customers since the paper survey and registration card postage is only covered when mailed within the United States. The survey questions are extremely simple and easy to complete, thus encouraging the customer participation. A survey should take no more than seven minutes to complete, even with written comments.

When a customer accesses the Registration and Surveys online, this is what first appears:

## Registration and Surveys

### [Register Your SRM \(link is external\)](#)

The NIST SRM Registration System allows you to register your NIST SRMs. Registration of an SRM allows you to receive notification of any developments or updates of that product and its certificate.

### [Product Survey \(link is external\)](#)

The NIST SRM Product Survey allows you to rate your purchased SRM product(s), as well as any technical assistance provided. If you are the end user of a NIST Standard Reference Material, please complete this survey. Your responses will assist us in the improvement of our overall product.

### [Customer Service Survey \(link is external\)](#)

The NIST SRM Customer Satisfaction Survey allows you to rate your customer service experience throughout the entire purchasing process of your NIST SRMs, including order fulfillment. In addition to great customer service during the purchase stage, our goal is for your purchased SRM(s) to reach you in a timely manner, in good condition, and with all the required documentation. If you served as a buyer in the acquisition of Standard Reference Materials, please complete this survey. Your responses will assist us in providing you the very best customer service in future transactions.

A list of the questions and the instructions for each instrument, along with pdfs of a download of the electronic surveys are provided.

**4. Describe how the results of the survey will be analyzed and used to generalize the results to the entire customer population.**

- The ORM Quality group collects, tabulates and analyzes the received surveys.
- Received surveys are forwarded to Division Technical contacts and Quality managers. All data is included in Division Quarterly Quality Reports. This system is integral in all Quarterly Quality Reports throughout NIST.
- Summaries appropriate to completing the NIST Balanced Score Card will be prepared as needed by NIST OUs and the NIST Quality Manager.