

ATTACHMENT V.E.2

DIRECT PROCUREMENT METHOD (DPM) CUSTOMER SATISFACTION SURVEY (CSS)

A. INTRODUCTION

Phase III of the Department of Defense (DOD) Defense Personal Property Program (DP3) incorporates the CSS into the Transportation Service Provider's (TSP's) Best Value Score (BVS). The CSS provides the DOD with direct feedback about the personal property move experience. The CSS results will be used to rank a TSP's quality level, which will affect their traffic distribution (shipment allocation). Industry is required to provide Government customers with service levels that equal or exceed the quality levels provided to their commercial accounts.

B. CSS BACKGROUND

The CSS is a critical element of input from the customer in rating the TSP's performance. For DPM shipments, the CSS score accounts for 30 percent of their BVS.

1. Survey Objectives:

- a. Obtain customer input on DPM TSP performance.
- b. Use the most economical method of obtaining customer input to lessen the budget impact on the Services while maintaining statistically valid results.

NOTE: In the first year of the DP3 DPM market, only the rates score and warehouse inspection score will be used to establish the TSP's BVS. CSS and Claims data will be gathered for use after the first year.

2. Survey Methods:

- a. An online survey is the primary method in which customers provide feedback on their shipments. Customers will be counseled at origin on the importance of completing a customer survey for each shipment. Customers will be counseled on various locations where computers can be used to complete the online survey in the event they do not have ready access to a computer (e.g., base library, local Personal Property Processing Office [PPPO]/Personal Property Shipping Office (PPSO), cell phone with Web access). Counselors will urge each customer to complete the survey for service provided within seven calendar days. Customers are provided with secure access to complete a survey on each shipment.
- b. The Defense Personal Property System (DPS) identifies each DPM shipment that is picked up once a Bill of Lading (BL) is created. As a result, the DPS electronically sends a DPM outbound survey to the customer to rate the TSP's performance in packing and picking up the shipment. Upon delivery of the DPM shipment, the DPS identifies the shipment and sends a DPM inbound survey to the customer to rate the TSP's performance in delivering and unpacking.
- c. The DPS allows the TSP, the PPSO, and the customer to identify that a shipment has been delivered locally. Once the shipment is identified as delivered in the DPS, the survey notification is sent to the customer, including an encrypted link to the survey. Customers must use their logins and passwords to the DPS through Electronic Transportation Acquisition (ETA) to access the survey.

- d. The survey contains validation messages to ensure customers:
 - (1) Have reviewed their responses
 - (2) Understand the TSP's survey score (based on their responses)
 - (3) Understand they will not be able to change their survey responses once the survey is submitted.
 - e. The secondary method used to encourage customer survey completion is an Electronic Mail (e-mail) reminder. A customer who has a shipment identified as "picked up" or "delivered" in the DPS and has not completed a survey within seven calendar days will be e-mailed a reminder. While the shipment is in transit and again upon its arrival at destination, the DPS will forward the encrypted survey link to the customer's e-mail addresses obtained by the PPSO during counseling at origin and the most recent e-mail address provided by the customer. The e-mail will contain a link that will take the customer directly to the online survey. The customer will be reminded of the importance of completing the survey. The DPS will automatically indicate the shipment for which the survey is to be completed by identifying shipment-unique indicators. These indicators include the origin/destination, date of packing/pickup/delivery, TSP name, weight, and type of the shipment. Additional e-mail reminders will be sent on the 14th and 21st calendar days after shipment delivery if the customer has not completed the online survey.
 - f. The final method that will be used to obtain customer feedback is a telephonic survey. The telephonic surveys will be conducted when a statistically valid sample has not been achieved via the Internet or e-mail. The DPS will be programmed to ensure each TSP has a statistically valid sample of surveys by shipment category. For every TSP that does not have a valid sample of surveys in a shipment category 30 days prior to the end of the performance period, the DPS will generate a list of customers that have not completed the survey, with the exception of Bluebark shipments, to be contacted via telephone to complete the survey.
3. Survey Parameters:
- a. Surveys will be completed for every picked up and delivery made. This will help to ensure fairness based on actual deliveries.
 - b. Surveys will be used to calculate performance scores on shipments that were picked up and locally delivered within the preceding 12 months.
 - c. The DPS will not send surveys for Bluebark shipments.
4. Statistical Validity and Scoring of Surveys:
- a. A statistically valid number of surveys are required to determine each TSP's Performance Score (PS) based on [Table V.E.2-1](#). The DPS will use all the surveys completed via the Internet, e-mail, or telephone in computing each TSP's PS.
 - b. At the end of each performance period, the DPS will calculate a new PS for each TSP based on each of the survey categories using the previous 12 months of survey data. The DPS will calculate the total number of shipments handled in/out by each DPM TSP. The DPS will also calculate the number of surveys completed based on data in the DPS at the end of each performance period.
 - c. The DPS determines whether a valid number of surveys were achieved under [Table V.E.2-1](#), which outlines the minimum number of surveys needed to achieve statistically valid results based on the number of shipments handled in/out. When the DPS determines the minimum number of surveys required to calculate a PS, it will use the "required number of surveys"

number indicated in [Table V.E.2-1](#), or 10 percent of the total number of shipments moved outbound and inbound for the past 12 months, whichever is greater. If a statistically valid number is achieved, the DPS calculates a new PS based on the past 12 months of data. If a statistically valid number is not obtained, the DPS provides a PS in accordance with the rules outlined in Paragraph [B.2.f](#).

Table V.E.2-1. Minimum Survey Requirements

Number of Shipments Picked Up/Delivered	Required Number of Surveys	Number of Shipments Picked Up/Delivered	Required Number of Surveys	Number of Shipments Picked Up/Delivered	Required Number of Surveys
1	20	37-38	26	133-139	51
2	20	39-40	27	140-147	52
3	20	41-42	28	148-155	53
4	20	43-45	29	156-165	54
5	20	46-47	30	166-175	55
6	20	48-50	31	176-184	56
7	20	51-53	32	185-196	57
8	20	54-56	33	197-208	58
9-10	20	57-58	34	209-222	59
11	20	59-62	35	223-237	60
12	20	63-65	36	238-253	61
13-14	0	66-68	37	254-271	62
15	20	69-72	38	272-292	63
16	20	73-75	39	293-314	64
17-18	20	76-79	40	315-340	65
19	20	80-83	41	341-370	66
20-21	20	84-88	42	371-403	67
22-23	20	89-92	43	404-443	68
24	20	93-97	44	444-489	69
25-26	20	98-102	45	490-544	70
27-28	21	103-107	46	545-611	71
29-30	22	108-113	47	612-694	72
31-32	23	114-119	48	695-734	73
33-34	24	120-125	49	> 735	10 percent of shipments
35-36	25	126-132	50		

- d. [Table V.E.2-1](#) lists the minimum number of surveys required for the number of shipments picked up/delivered using a 90 percent Confidence Level, with a five percent expected error rate and four percent precision. This table was developed using software available from the United States Army Audit Agency.
- e. In some cases, there may be a lack of statistically valid survey results:
 - (1) TSP Moved DPM Shipments. CSS data will be included in the BVS calculations after one year of Phase III NTS implementation. If a TSP moved DPM shipments during the first year of Phase II DPM but does not have a statistically valid number

of surveys completed, the Customer Satisfaction Survey Score (CSSS) will be calculated by assigning a neutral score to those surveys that were not returned, taking into account the scores from the returned surveys. If a TSP does not have statistical validity at the beginning of the third year after initial Phase III DPM implementation and at performance periods following the previous PS, a supplemental survey score based on the mean of the market will be provided. To calculate the neutral score, all returned surveys for the Area of Responsibility (AOR)/zone in which the TSP participates are used to calculate an average survey score. This methodology allows the survey data collected to be used without penalizing a TSP for surveys not returned. [Figure V.E.2-1](#) provides an example of the CSSS calculation for a TSP that does not reach statistical validity:

	DPM TSP		TOS Total		DPM TSP w/Admin Scores	
	Shipments	Survey Score	Score (total raw points)	Number of Surveys Receiving Score	Shipments	Survey Score
	Cust 1	60	100 (200)	2	Cust 1	60
	Cust 2	75	95 (95)	1	Cust 2	75
	Cust 3	70	90 (180)	2	Cust 3	80
	Cust 4	75	85 (510)	6	Cust 4	75
	Cust 5	70	80 (560)	7	Cust 5	70
	Cust 6	X	75 (450)	6	Cust 6	67.20
	Cust 7	X	70 (280)	4	Cust 7	67.20
	Cust 8	X	60 (300)	5	Cust 8	67.20
	Cust 9	X	35 (105)	3	Cust 9	67.20
	Cust 10	X	25 (75)	3	Cust 10	67.20
	Cust 11	X	0 (0)	5	Cust 11	X
Survey Totals	5/11	350	2755	41	10/11	696
Raw Performance Score		=350/5		=2755/41		=696/10
		=70 pts		=67.20 pts		=69.60 pts
Weighted Performance Score		=70*0.25		=67.20*0.25		=69.60*0.25
		=17.5		=16.80		=17.4

Figure V.E.2-1. Example of a CSSS Calculation of a Single Statistically Non-Valid DPM TSP

- (2) The column entitled “DPM TSP” shows a TSP’s shipments made in a performance period and the resulting survey scores for each shipment. At the bottom of this column are the points this TSP would be awarded if it received a CSSS based upon these figures. However, this TSP did not receive enough surveys to be statistically valid (refer to the Phase III CSS Business Rules) and needed five more completed surveys. Therefore, it would be necessary to calculate the neutral score. The next column, entitled “TOS Total” displays the total surveys at each point value for a given Tender of Service (TOS) in a given performance period (only those scores that were returned are displayed). The third row from the bottom in this column shows the average points that each returned survey has earned in this TOS overall

for this performance period. This score is the value that will be considered the “administrative survey score.” The last column, “DPM TSP w/Admin Score,” shows the same example TSP receiving the neutral score five of the surveys that were not returned in order to receive a statistically valid number of surveys. In this example, the neutral score has only slightly changed the DPM TSPs CSSS (it dropped one tenth of a point). This methodology allows all data collected for a TSP to be taken into account, and the TSPs will still be differentiated based upon the surveys returned even if they are not statistically valid.

- f. TSP Did Not Move Shipments. If the TSP did not receive a completed survey within the first two years of the Phase III DPM program, the TSP will be given the neutral CSSS as its CSS.
 - g. New Entrant TSPs. If a new entrant did not receive a survey within the first year in the program, the TSP will be issued a supplemental survey score based on the mean of the market for the first performance period of the TSP’s second year in the program.
5. Customer Satisfaction Surveys:

- a. The CSS provides the DOD with direct feedback about the customer’s personal property move. Following are the different types of surveys for specific Phase III type shipments.
 - (1) DPM Outbound CSS: A member with a DPM shipment will receive the following question survey upon shipment being picked up:

Customer Satisfaction Survey Response Weighting	Percent of Total Score
How would you rate your overall satisfaction with the moving company’s timeliness, courtesy, professionalism, and responsiveness for the Outbound portion of your move from first contact through pick up, and any follow up? (E = 100, G = 75, S = 50, P =25, U = 0)	100 percent
Total	100 percent

- (2) DPM Shipment Delivery CSS: A customer will receive the following question survey upon the delivery of the DPM shipment into residence:

Customer Satisfaction Survey Response Weighting	Percent of Total Score
How would you rate your overall satisfaction with the services provided by the delivery company, such as timeliness, courtesy, professionalism, attitude of delivery crew, and responsiveness? (E = 100, G = 75, S = 50, P =25, U = 0)	100 percent
Total	100 percent

6. Survey Data Visibility and Retention:

- a. The DPS provides TSPs with secure access to view their survey data, including their raw PSs. TSPs are not be able to see other information, including the scores on other TSPs, nor will they be able to see information on customers who have/have not completed surveys. The DPS provides the Services and PPSOs with secure access to view survey data. This access is limited to applicable surveys and data elements.
- b. Survey data is collected and maintained in the DPS for at least 36 months. The DPS provides the TSPs with access to limited survey data for their delivered shipments in order to identify areas of weakness or superior service. The TSPs can use this data to improve their business processes.

- c. Customers may provide additional comments on their surveys to the PPSOs, the TSPs, and/or the Military Surface Deployment and Distribution Command (SDDC) survey administrator. Customers have the following two options:
 - (1) Option 1: The customer authorizes the TSP, PPSO, and/or Headquarters (HQ) SDDC to contact them regarding their comments. The recipient receives the customer's comments via e-mail. Additionally, the PPSOs and the TSPs receive the BL or service order number, e-mail addresses, and phone numbers on file.
 - (2) Option 2: The customer does not authorize the TSP, the PPSO and/or HQ SDDC to contact them regarding their comments. The recipient receives the customer's comments via e-mail. Additionally, the PPSO receives the customer's name, BL, and/or service order number. The TSP only receives the BL number. The DPS notifies the PPSOs and the TSPs that they cannot contact the customer regarding their comments.
7. PPPO/PPSO Instructions:
 - a. Outbound Counselor (Origin) Instructions:
 - (1) During the counseling session with the customer(s), use the following script to explain the purpose of the customer survey and impress upon the customer the importance of completing the survey within seven days of delivery.

“The Military Surface Deployment and Distribution Command, SDDC, is responsible for approving and monitoring the performance of Transportation Service Providers in the DOD Personal Property Program with the assistance of the Services. In our combined efforts to provide better customer service, we are asking you to evaluate the customer service provided to you during your personal property move through a customer satisfaction survey. The results of your survey will affect how the government distributes traffic to the Transportation Service Provider used in your personal property move.

If your e-mail address changes during your move, you may update it in the DPS or call our office so that we may update it in our system.

It is critical that you complete your survey within seven calendar days of the pickup/delivery of your shipment. A survey needs to be completed for each personal property shipment. If your personal property move includes one or more household goods shipments and an unaccompanied baggage shipment, you will need to complete a survey for each. The survey Internet address is printed in the remarks section of your DD Form 1299, Application for Shipment and/or Storage of Personal Property. After this counseling, you may obtain a login and password to the DPS to access your customer survey via the Internet after your shipment has been delivered. If you do not have a computer with Internet access (e.g., via a work, home, base, or library computer), you should inquire with the destination PPSO for a location where you may use a computer that has Internet access.”
 - (2) Customers should input the following contact information in the DPS counseling module:
 - (a) Origin Contact Data: Phone and e-mail
 - (b) In-Transit Contact Data: Phone and e-mail
 - (c) Destination Contact Data: Phone and e-mail

- b. Updating a Customer's E-mail Address before Delivery:
- (1) If the customer's in-transit e-mail address or phone number has changed, the customer will update the information in the In-Transit Contact Data area of the screen. If the customer's destination e-mail address or phone number has changed, the customer will update the information in the Destination Contact Data area of the screen. Customers may provide a commercial e-mail account (e.g., America Online).
 - (2) Customers can also call the PPPO/PPSO to make the in-transit contact and the destination contact updates if they are not able to perform the updates themselves.

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