



INTERNATIONAL
TRADE
ADMINISTRATION



FY15 Customer Experience Report Executive Summary

Data Provided by International Trade Administration
U.S. Commercial Service - U.S. Field

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INTRODUCTION

As the trade promotion arm of the U.S. Department of Commerce's, International Trade Administration (ITA), it is important that we know what our clients think about us in order to continuously improve customer satisfaction and enhance our services. To this extent, ITA conducted an annual customer survey to collect valuable feedback from our customers.

KEY FINDINGS

- ❖ More than 80% of the annual survey respondents reported that they achieved or anticipated achieving a positive result due to ITA's assistance in FY15; such as: increased or retained revenues/sales, entering a new foreign market, or exporting for the first time.
- ❖ ITA achieved a high level of overall customer satisfaction (78% of the survey respondents were highly satisfied) and a significant majority of clients (80%) indicated that they were highly likely to recommend ITA's assistance. In addition, ITA was rated very highly by clients in terms of being easy to work with, country knowledge, and affordability.
- ❖ Overall, the annual ITA survey respondents reported that they were able to increase their revenues by an average of \$622,575 over the past 12 months as a result of ITA assistance. Or, put differently, the respondents were able to achieve an impressive 20 percent annual increase in revenue, on average, with our services.
- ❖ Survey respondents also reported creating 1.54 jobs on average, which enabled them to increase employment by 7.2 percent on average over the past 12 months. Furthermore, respondents reported that ITA helped them to safeguard an average of 3 jobs over the past 12 months.
- ❖ Lastly, within the next three years, 80 percent of the annual survey respondents expected to increase their revenues and 63 percent expected to increase U.S. employment as a result of utilizing ITA.