



## **Exhibit 3.5**

### **Customer Satisfaction**

VA-240322-PSLI: Mainframe Services

**COMMONWEALTH OF VIRGINIA**  
**VIRGINIA IT AGENCY (VITA)**  
**SUPPLIER STRATEGY AND PERFORMANCE DIVISION**

7325 BEAUFONT SPRINGS DR.  
RICHMOND, VA 23225

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## 1.0 Introduction

VITA will establish a robust Customer Satisfaction Program, in collaboration with the Supplier. This program will be multi-dimensional, focused on optimizing the Customer experience over time. It will employ a variety of tactics, tools, and metrics that focus on customer engagement, satisfaction, and experience to measure, analyze, and continually improve both the Customer experience and the VITA/Supplier maturity in Customer experience management.

## 2.0 Customer Satisfaction

Supplier will be responsible for:

1. Supporting VITA's MSI Supplier in its Customer Satisfaction reporting responsibilities, as needed
2. Working with the MSI Supplier, VITA, and VITA Customers in the development of Customer Satisfaction surveys and implementation strategies for their corresponding support areas.
3. Adjusting services for continuous improvement from Customer Satisfaction survey findings.

### 2.1 Customer Satisfaction Surveys

As directed by VITA, satisfaction surveys may be executed for multiple stakeholder groups, including:

1. Commonwealth Executive leadership, e.g., cabinet secretaries, gubernatorial appointees such as agency heads and deputies
2. Commonwealth Business Leadership, e.g., agency department heads or directors
3. Commonwealth IT Leadership, e.g., Agency IT Resources (AITRs), agency CIOs, agency ISOs
4. Consumers of services, e.g., agency IT staff, Users

Supplier responsibilities, in collaboration and coordination with the MSI, include:

1. In collaboration with MSI, provide survey data for VITA approval.
2. Perform trend analysis from customer satisfaction surveys annually.
3. Work with the MSI to distribute surveys to stakeholder groups and statistically valid samplings of such groups as approved by VITA.
4. Conduct such surveys at least annually.
5. Compile and analyze survey results and recommend improvements to services and/or processes based on the analysis.
6. Develop and execute plans to implement improvements as approved by VITA. Report to VITA status of implemented improvements quarterly.
7. Retain survey results to allow for trend analysis over time.
8. As requested, provide VITA with complete survey data in format(s) prescribed by VITA.
9. Encourage participation using tools and techniques agreed to by VITA to ensure statistical validity of all surveys.
10. As directed by VITA, customer satisfaction surveys should be of the following types:
  - 10.1. Executive Customer Satisfaction
  - 10.2. Business Leadership Customer Satisfaction

- 10.3. IT Leadership Customer Satisfaction
- 10.4. Overall Customer Satisfaction
- 10.5. Point-of-Service Customer Satisfaction Survey
- 11. Post survey results to the MSI-provided IT Information Portal Service Management System to display summary and detail results as directed by VITA.
- 12. As appropriate, Supplier shall collaborate with other COV suppliers to establish communications, integration testing to ensure positive customer satisfaction and troubleshoot/problem solve with other suppliers to resolve customer issues with their service.