Vendor Session: The State of New York & Procurated Partnership

Everything you need to know

Introductions

Dhanraj Singh, NYS Chief Procurement Officer
New York State

Morgan Shute, Excelsior Fellow
New York State

Jenny Doherty, VP Community Engagement
Procurated

Genna Gold, Senior Director Supplier Partnerships
Procurated

Agenda

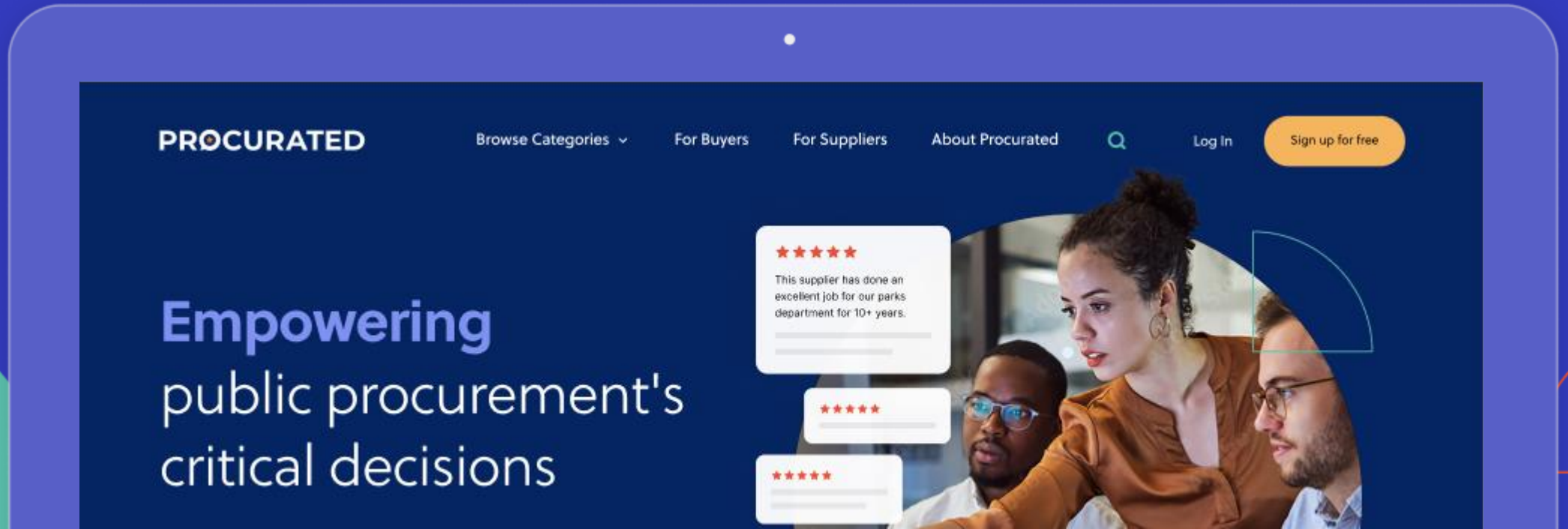
- Procurated and how the is state leveraging it to manage vendor performance
- Procurated review data in vendor business reviews
- Login to read your public sector reviews
- Proactively request reviews from your customers
- Use reviews to win more public sector business

The Procurated community at a glance

75,000+
Ratings & reviews

12,000+
Vendors & suppliers

100,000+
Verified buyers



PROCURATED

Online Reviews: How Reviews Impact Every Business



What % of customers read online reviews before making a purchase?

Do customers read online reviews?



98%

"Always" or "Regularly"
Brightlocal



What % of state & local governments find vendors to invite to an RFP online?

How do governments find vendors when they need products or services?

71%

of governments find vendors to invite to RFPs by searching online
- Government Technology

35%

of governments **EXCLUSIVELY** vet vendors online
- Government Technology

More reviews= More Business

85%

B2B Buyers read online reviews before making a purchase -G2

95%

Today, government buyers spend 95% of their time doing independent research online and only 5% of that time is spent talking to a salesperson. Reviews are your word of mouth online- so join the conversation!

How New York is Leveraging Reviews to Manage Vendor Performance

Supplier

Open Supplier Profile Page | Share with Supplier

Overall Performance | Performance by Organization

Review Summary AI

AI-Generated Contract Reviews Summary

Last Updated 3/18

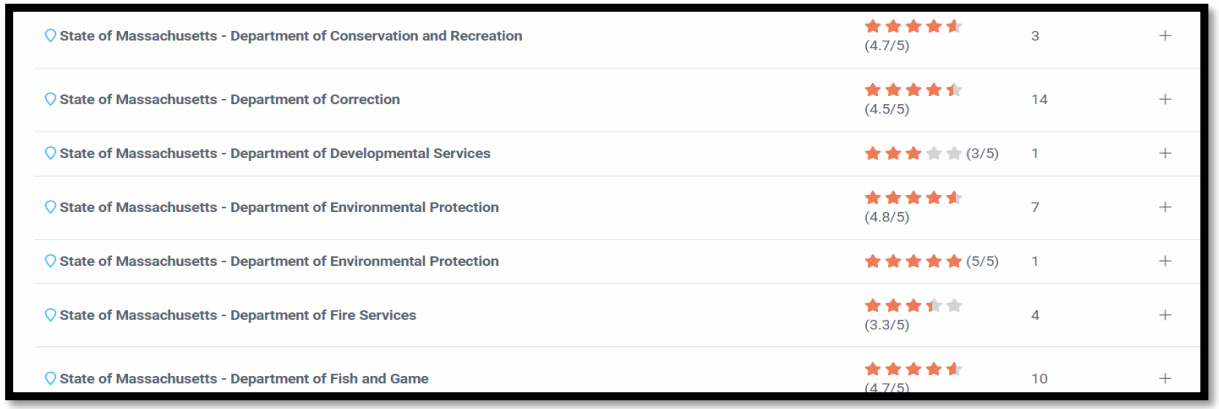
Rating Summary

National Rating	4.4/5	(2271)
Contract Rating	4.5/5	(240)
Customer Service	4.6/5	
Pricing/Value	4.3/5	
Quality Rating	4.7/5	
Timeliness Rating	4.6/5	
NPS	65	

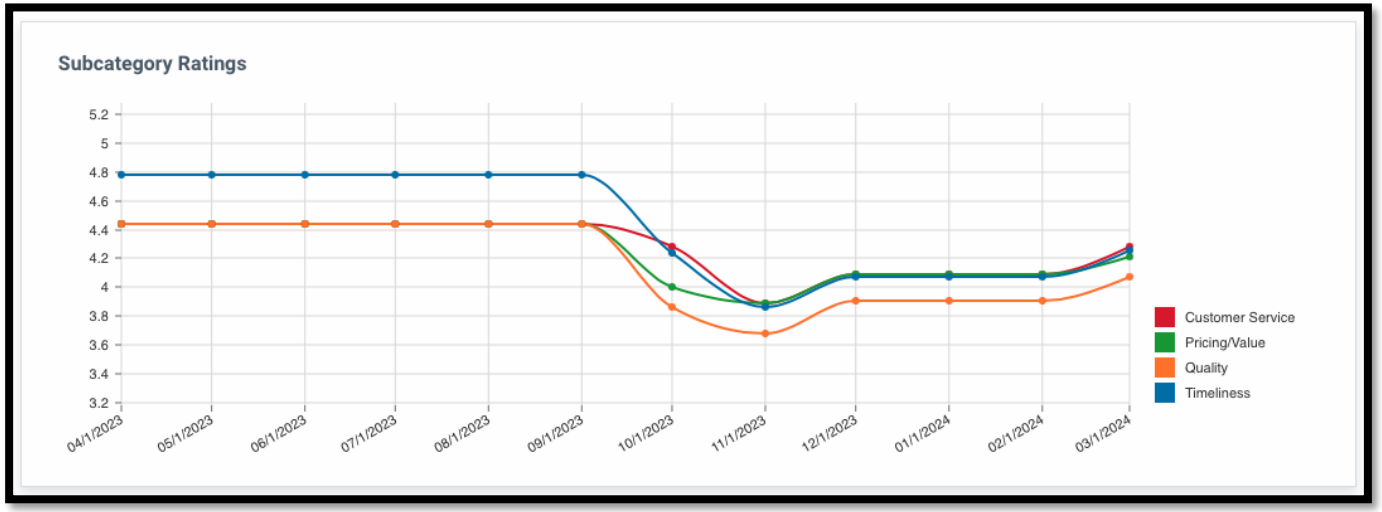
Contract Managers use Procurated reviews to monitor vendor performance.

- Gather real-time performance data from agencies
- Identify trends
- Proactively communicate with vendors

Vendor Reviews By Agency



Trends Charts



- Reviews help contract managers to see patterns of positive and negative performance – and identify trends

Procurated Ratings
&
Business Reviews

Review Trends & Solutions

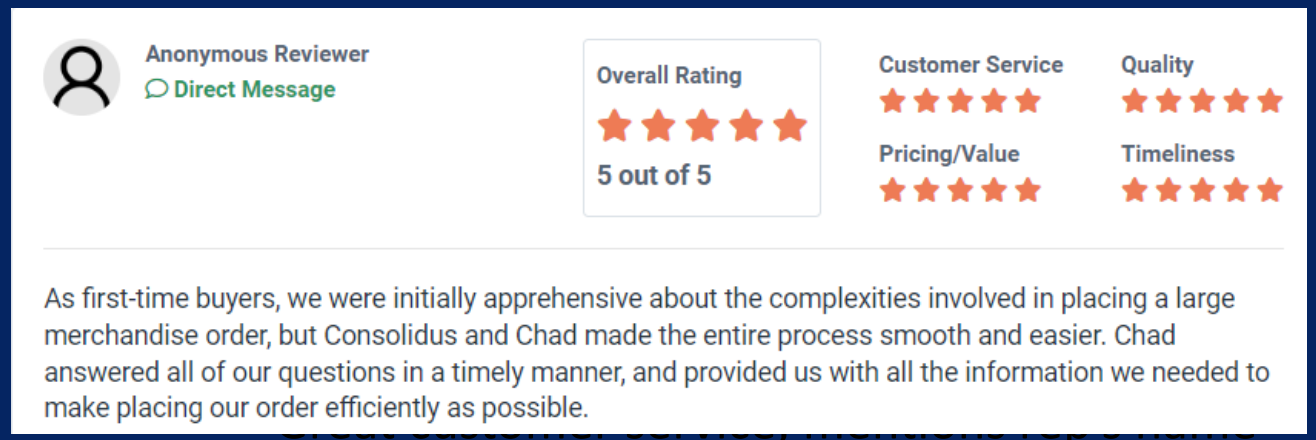


Courtney King
University of North Florida
Direct Message

Overall Rating
5 out of 5

Customer Service
Quality
Pricing/Value
Timeliness

Recently made multiple orders with this group which exceeded our expectations. In addition, we had a unique project that needed a quick turnaround. Chad Tumino went above and beyond to help us get the order placed, delivered on time, and keep us posted as the item was delivered. Such a great help and we really appreciate it!



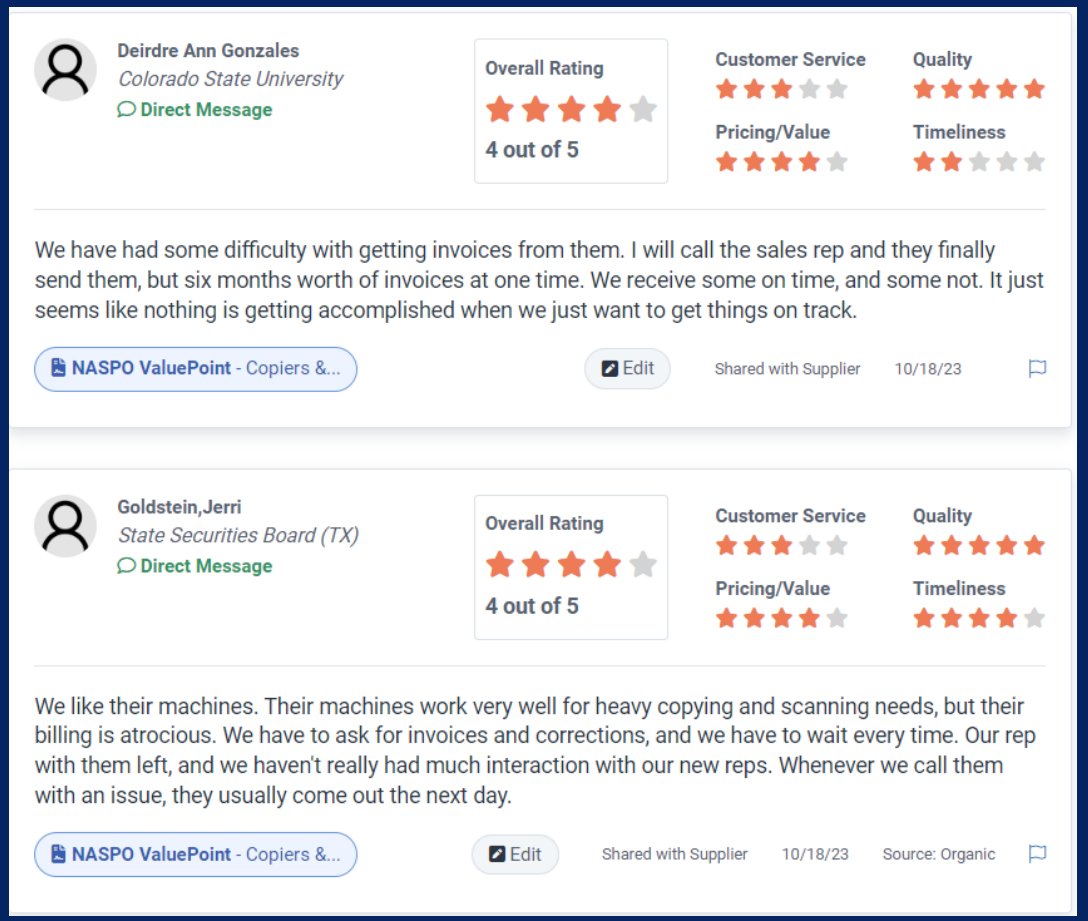
Anonymous Reviewer
Direct Message

Overall Rating
5 out of 5

Customer Service
Quality
Pricing/Value
Timeliness

As first-time buyers, we were initially apprehensive about the complexities involved in placing a large merchandise order, but Consolidus and Chad made the entire process smooth and easier. Chad answered all of our questions in a timely manner, and provided us with all the information we needed to make placing our order efficiently as possible.

Praise the vendor's customer service



Deirdre Ann Gonzales
Colorado State University
Direct Message

Overall Rating
4 out of 5

Customer Service
Quality
Pricing/Value
Timeliness

We have had some difficulty with getting invoices from them. I will call the sales rep and they finally send them, but six months worth of invoices at one time. We receive some on time, and some not. It just seems like nothing is getting accomplished when we just want to get things on track.

NASPO ValuePoint - Copiers &... Edit Shared with Supplier 10/18/23

Goldstein,Jerri
State Securities Board (TX)
Direct Message

Overall Rating
4 out of 5

Customer Service
Quality
Pricing/Value
Timeliness

We like their machines. Their machines work very well for heavy copying and scanning needs, but their billing is atrocious. We have to ask for invoices and corrections, and we have to wait every time. Our rep with them left, and we haven't really had much interaction with our new reps. Whenever we call them with an issue, they usually come out the next day.

NASPO ValuePoint - Copiers &... Edit Shared with Supplier 10/18/23 Source: Organic

Flag billing & invoicing issues

Log in to Procurated to Read Your Reviews

Go to Procurated.com to claim your vendor page

- **Read your business reviews**
- **Manage your business information**
- **See your score on your ME contract**

Steps to Log in:

1. Click "Sign In"
2. Click "Create an Account"
3. Select "I am a Supplier"
4. Type your company's name into the search
    - If you see your company listed in the drop down, select it
    - If not, click "Create a business with this name"
5. Fill out your information, check the box to say you are authorized to claim your page, and click next
6. Our team will then verify your email address and send you an email for verification
7. Enter the code you receive and then you can login to your account

Proactively Request Reviews

Two Paths: Review Gathering

Procurated Enabled

Our team of experts can execute a review gathering campaign on your company's behalf.

We will own communications, follow ups and tracking.

Tools & Requirements

- Share customer information: name, emails and phone number (if available) with Procurated

Connect with Procurated

Company Owned

Utilize your in-house resources to execute a review gathering campaign.

This document will provide best practices and templates that can assist you along the way.

Tools & Requirements

- Use templates and step by step review gathering guide
- Access to company email platform and/or capabilities to send emails to customers
- Manually track performance

Continue with Company Owned Approach on Next Page

Cast a wide net, email all your current customers

Sample Email Template

Download the Template

Subject Line: Review Us on Procurated

Hello [First Name],

Thank you for being one of [Your Company Name]'s top customers. We value your opinion, and it would be great if you could take a minute to write a review about your experience working with us at www.procurated.com/review.

Procurated is a ratings and reviews platform exclusively for the public sector, so your feedback will help us ensure we continue to deliver high-quality service while also helping your peers across procurement be able to find us and read about our performance.

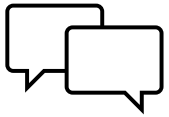
Thank you for sharing your feedback,
[Your Name]

Personalize your review link. Navigate to your Company's Dashboard and find a review link generator under 'Review Collection'

Review Collection

Use Your Procurated Reviews to Win More Public Sector Business

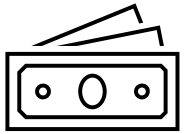
Use reviews in sales and account management



Past customers will become valuable advocates for your business when targeting new accounts in the public sector. This is **your word-of-mouth online**. Put it in the hands of your sales team.



Strengthen your relationship with existing customers by responding to your reviews.



Increase sales by looking for opportunities to offer additional products and services to your satisfied customers**.**

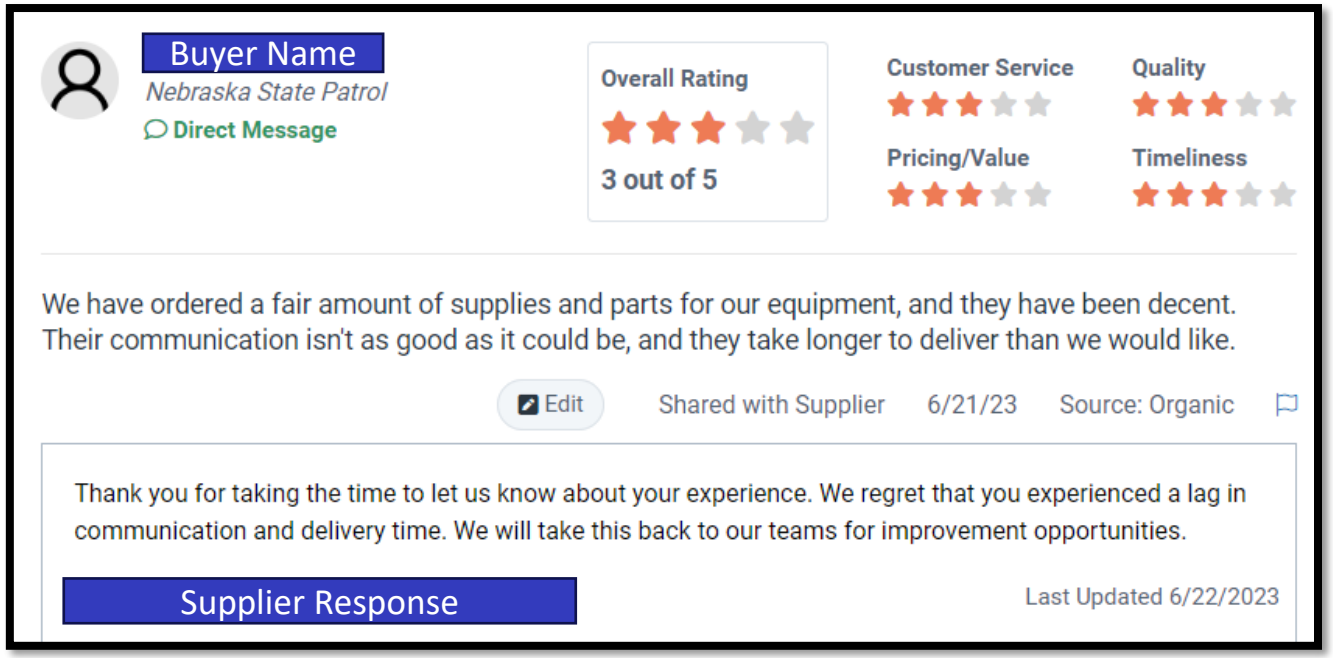
Critical Reviews Are **GOLD**

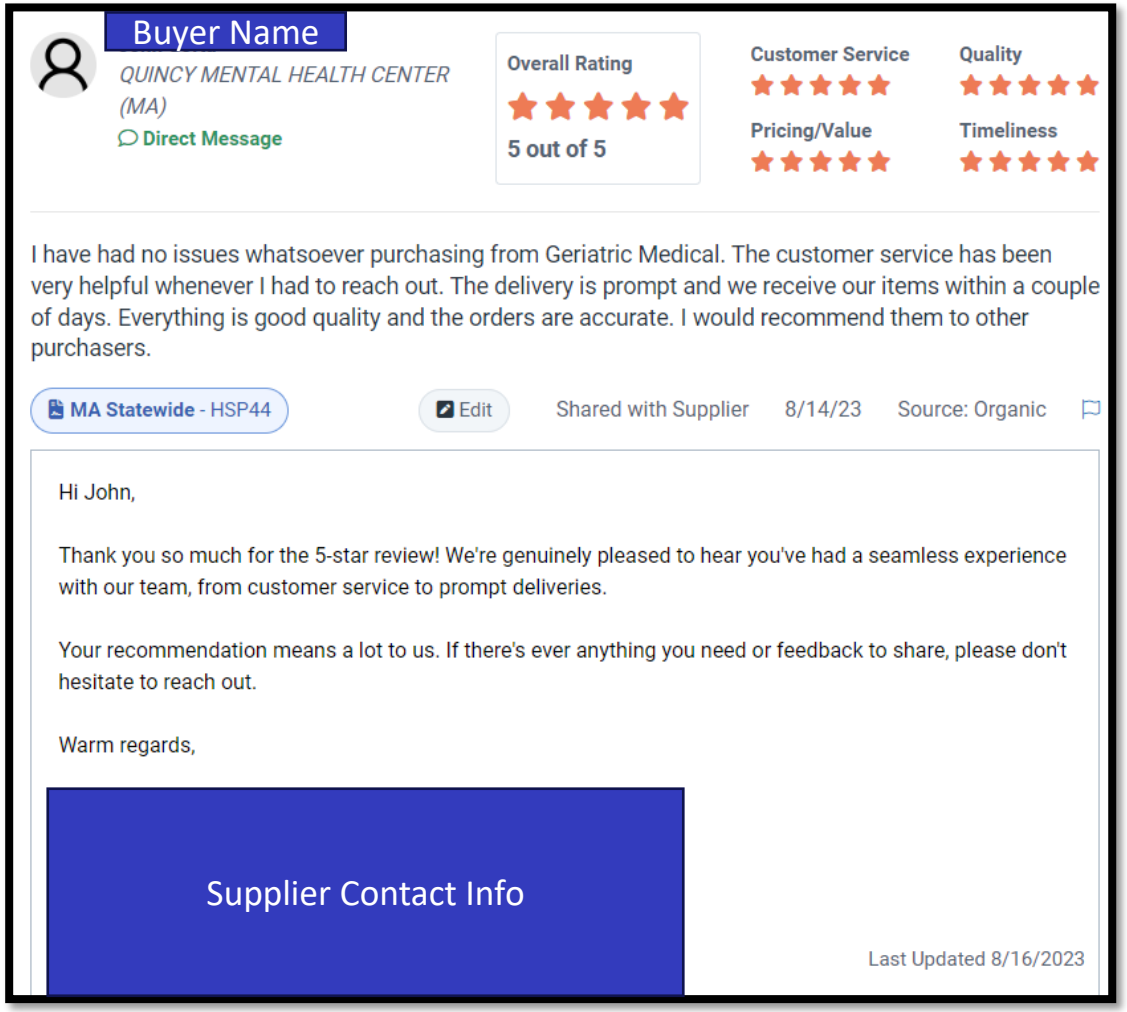


95% of customers won't complain in a place where you can find it, *Hug Your Haters*

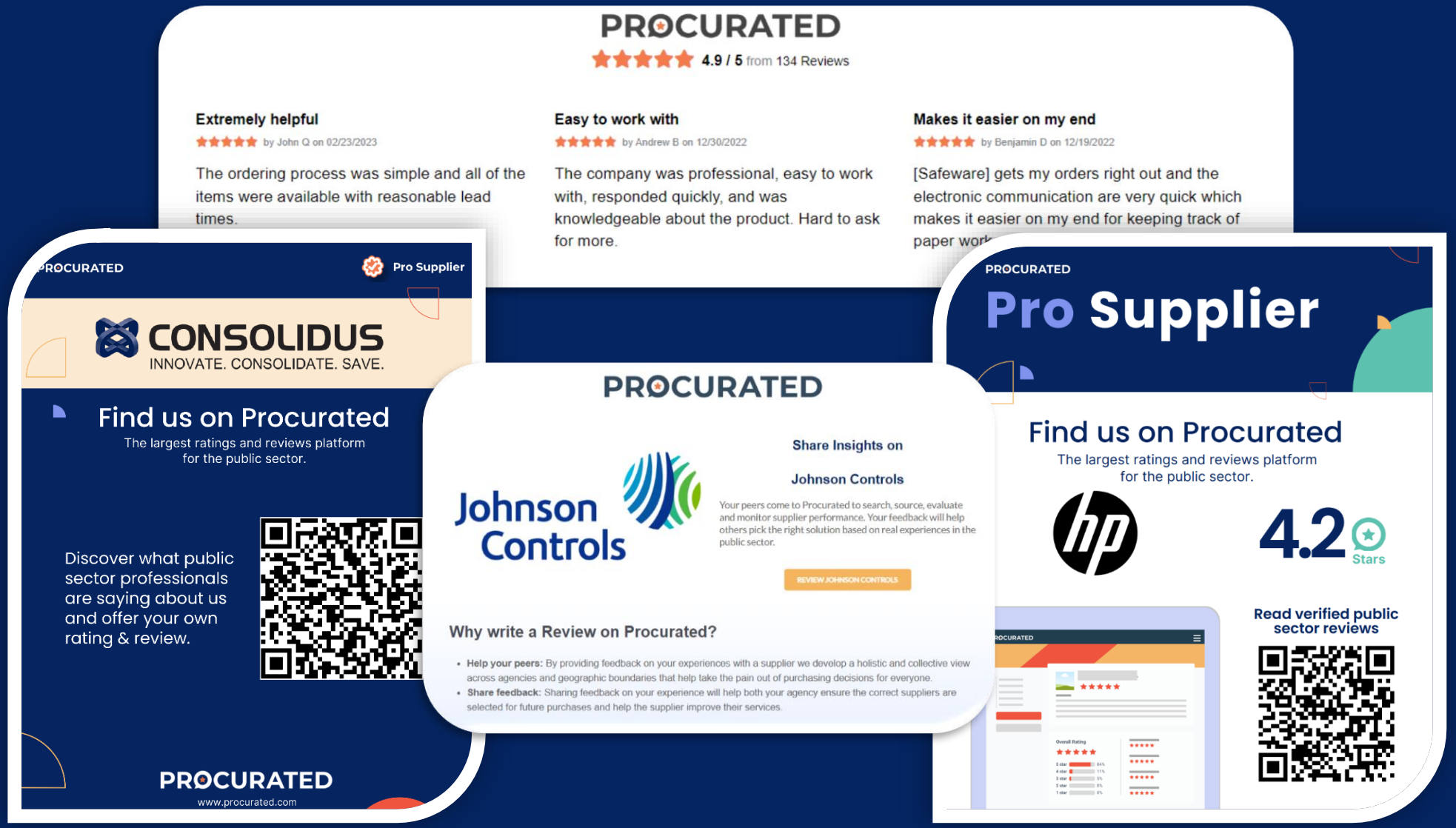
- Look for trends
- Respond on the customer's chosen platform
- Show potential customers you care by replying to your reviews

Respond to reviews!



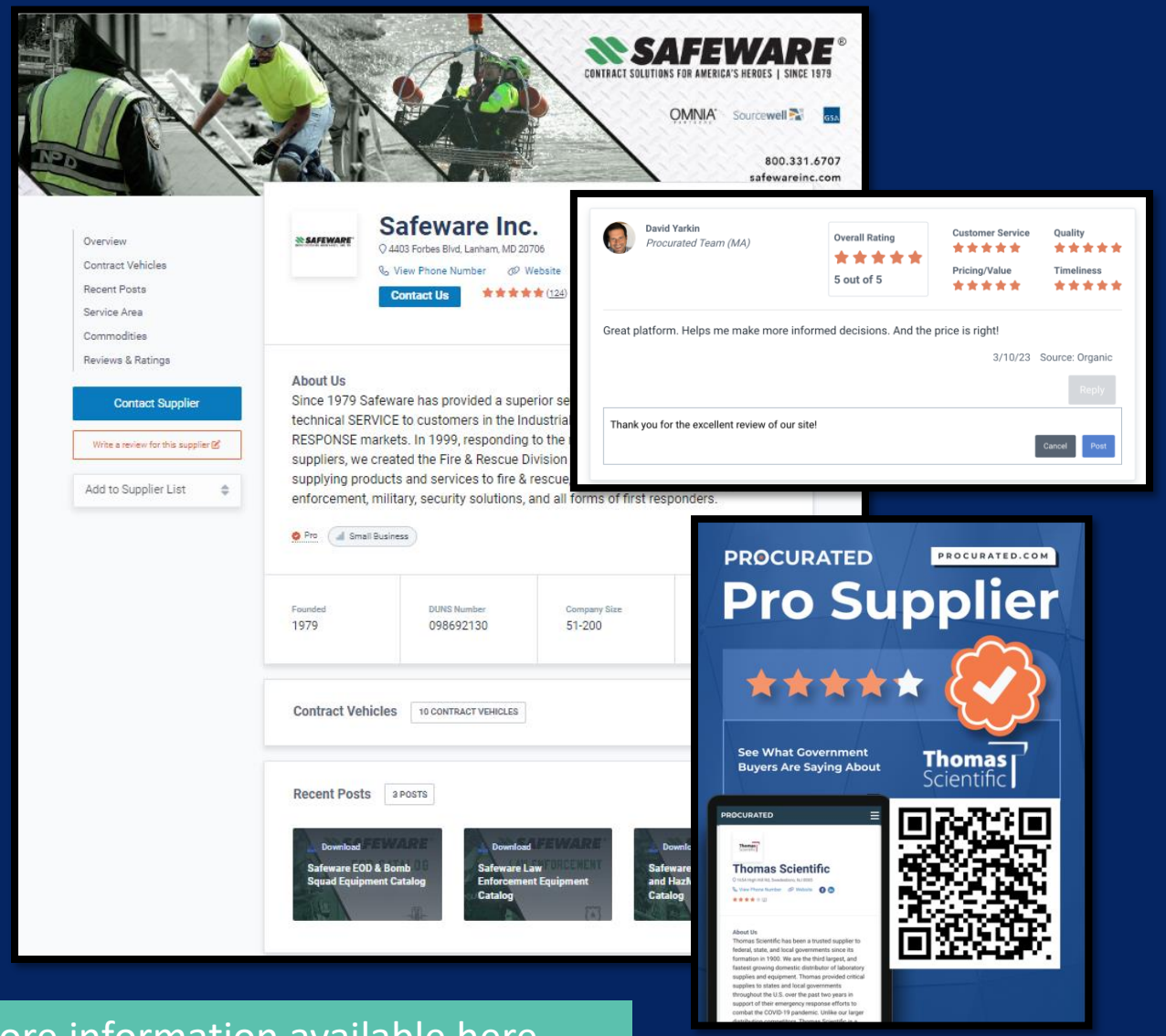


Promote your score!



Upgrade Your Presence on Procurated

- Enhanced Profile
  - Upgraded branding
  - Content marketing
  - Lead generation button
- Review Management
  - Reply to reviews
  - Review notifications
- Review Gathering
  - Review collection service
  - Customized marketing collateral



Options available for businesses of every size – more information available here

Next Steps

1. Claim and update your business page on Procurated.com
2. Schedule a reviews consultation with Procurated
3. Actively collect reviews from your customers in New York(and beyond) using this supplier toolkit
4. Request a demo of the Pro Profile and other solutions here

Other questions? Reach out to us today at suppliersolutions@procurated.com

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Thank you!