

2025 CX Survey Actions

You Talk, We Listen...and Take Action



Thank you for your customer survey responses. Your feedback is helping us offer an easier, more enjoyable and more effective experience. Here are examples of improvements we have implemented in direct response to your feedback and suggestions. We look forward to your continued engagement in the 2025 annual Survey.



You asked us to make it easier to find and purchase Dow products that have sustainability benefits.

As Team Dow executes on our “Decarbonize and Grow” strategy, we recognize we have to make it easier for you to find and buy the sustainable products that meet your needs. To see how, explore our [Sustainability Brands](#) and our [Product Carbon Footprint methodology](#) on Dow.com.

Dan Futter
Chief Commercial Officer



You asked for

We're taking action



Improved sustainability content on Product Detail Pages



- Added sustainability awards and certifications, and a “case study” section to Dow.com sustainability pillar pages to offer examples of our products in action.
- Creating sustainability-focused taxonomy based on product attributes.

Faster, more accurate product search and technical information



- Leveraged AI to increase Dow.com search speed, accuracy, and content relevance.
- Reworked applications and product groups and reduced common content gaps.
- Upgraded and simplified product selection and comparison tools.

Enhanced ordering



- Added more products available for purchase on Dow.com
- Launched a buyer Dashboard to easily access important account information and take action from one place.
- Introduced two new ways to add materials to your cart, Bulk Upload and Offers.
- Added a Start Order button for full view of options to begin an order.
- Improved visibility of the Re-order option to reduce navigation steps.
- Created a Request Order Change form so you don't have to call or e-mail.

Enhanced tracking



- Enhanced Dow.com ship status page with improved tracking capabilities and one-stop shopping for all order related documents.
- Launched a new buyer Dashboard that includes order and delivery status, and real-time shipment tracking for easier access.

Easy-to-access product regulatory data



- Regulatory Data sheets for over 4,500 products are now available to download from Dow.com, and we continue to increase our coverage.

More effective resolution of issues when things don't go as expected



- Organized global teams to quickly address quality/service issues with comprehensive updates so you can reduce impact on your operations and avoid future problems.
- Made it easier to search Cases on Dow.com with move to Order Management section.

More reliable and predictable product delivery



- We continue to invest in digital capabilities and more robust business continuity plans to leverage our global reach, local manufacturing, and flexible asset base to mitigate impact on your operations.
- We prepare rigorously for weather events to secure our facilities and ensure employee and community safety, thereby minimizing significant disruptions to both our and your operations.

At Dow, we value your business and your feedback. We're using your suggestions to enhance our online capabilities and make the customer journey more enjoyable at every touchpoint. Please keep sharing your feedback through the survey or reach out to your account team to share how we can help you reach your business goals. Let's grow our business – together.

Proud recipient of [5 U.S. Customer Experience Awards](#) for outstanding customer experience initiatives in 2023.