



## STATUS REPORT ON GOCC CUSTOMER SATISFACTION

### **Background**

The Governance Commission first rolled out the *Standard Methodology*, *Prescribed Questionnaire* and the *Classification of GOCCs per Methodology* in 2018. The Standard Methodology adopts the industry standard of requiring quality checks and controls during the conduct of the customer satisfaction survey (CSS) to ensure the reliability and accuracy of reports. Moreover, for comparability across GOCCs, questionnaires appropriate for GOCC operations, services, and industry were also developed.

On 22 October 2018, the Governance Commission engaged the consultancy services of Kantar Philippines, Inc. (Kantar) to assist in the improvement of the existing methodology. As part of the assessment, Kantar conducted interviews and/or focused group discussions (FGDs) with selected GOCCs from 03 December to 07 December 2018 and a consultation workshop on 12 February 2019 to present and gather inputs on the draft enhanced guidelines.

By end of September 2019, the Governance Commission transmitted the *Enhanced Standard Methodology for the Conduct of the Customer Satisfaction Survey* to GOCCs, which will govern the GOCCs under the jurisdiction of GCG in the conduct of the annual customer satisfaction starting 2020. The Governance Commission also transmitted to the GOCCs the improved/updated prescribed questionnaires for the conduct of the CSS.

Starting performance year 2020, the Governance Commission set a uniform Strategic Measure (SM) of *Percentage of Satisfied Customers* in the Performance Scorecards of GOCCs with a minimum target of 80% across the sector. The issuance of Enhanced Standard Guideline and uniform performance measure will allow the Governance Commission to generate a sector wide result of the satisfaction survey.

### **Applicability of CSS During Pandemic**

In view of the circumstances brought about by the COVID-19 pandemic, and further considering the safety of the customers and the difficulties that may be encountered in the conduct of the intercept or face-to-face methods of interview, the Governance Commission issued a *Notice to All GCG Stakeholders* dated 14 August 2020 providing for the additional guidelines applicable for the conduct of the CSS for 2020. Through a *Notice to All GCG Stakeholders* dated 26 February 2021, the applicability of the additional guidelines was extended for the 2021 CSS.

### **CSS Baseline Data**

For the performance covering the year 2020, the number of GOCCs with Performance Scorecard is 73. Of the said number, 47 GOCCs were deemed compliant

with the GCG Standard CSS Methodology with an average of **91.71% satisfied customers**. Based on the consolidated data, only two (2) GOCCs failed to reach the minimum requirement of 80% while 29 GOCCs were able to reach a score of at least 90%.

The 2020 CSS result is lower than the 2019 CSS result of an average of **91.91% satisfied customers**. However, the number of GOCCs compliant with the GCG Standard CSS Methodology increased from 39 in 2019 to 47 in 2020.

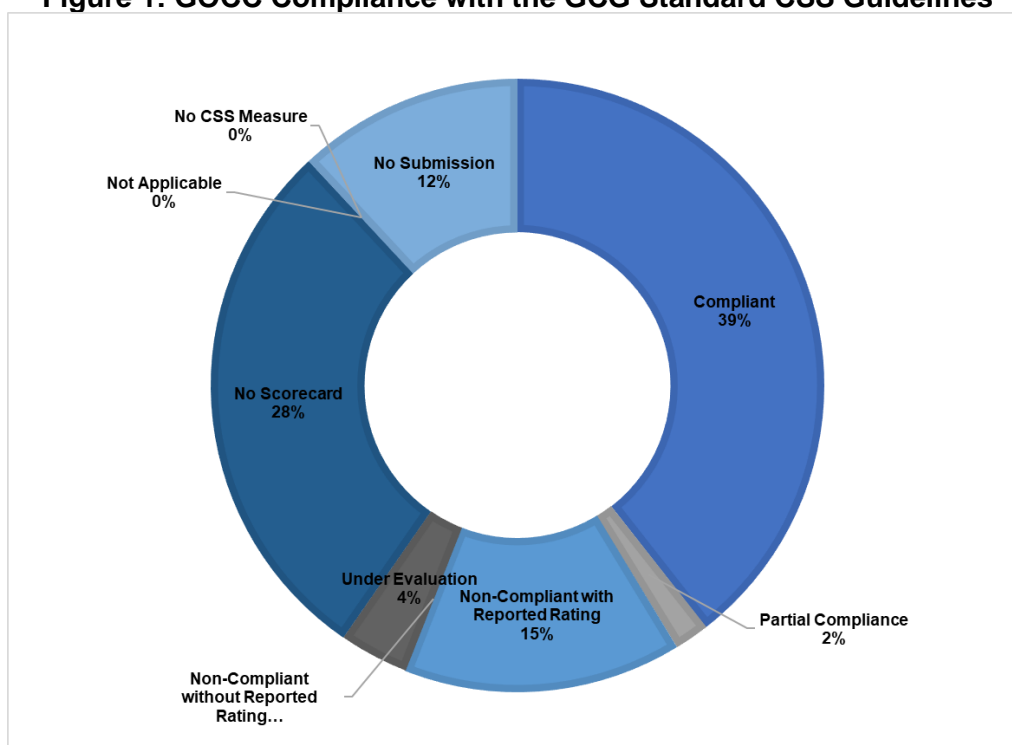
### 2021 Validation Results

For the performance covering the year 2021, the number of GOCCs with Performance Scorecard increased to 78. As of 28 December 2022, the Governance Commission was able to validate the CSS reports of 74 GOCCs or 95% of GOCCs with 2021 Performance Scorecard. Review of the CSS reports of GOCCs showed that 45 GOCCs were deemed compliant or partially compliant with the GCG Standard CSS Methodology and that, on average, **91.47% of the customers of GOCCs were satisfied with the service of the GOCCs**.

**Table 1: Average Annual CSS Rating of Compliant GOCCs**

YEAR	AVERAGE RATING
2019	92.29%
2020	91.71%
2021	91.47%

**Figure 1: GOCC Compliance with the GCG Standard CSS Guidelines**



**Table 2: Breakdown of GOCC Compliance**

<b>STATUS</b>	<b>TOTAL</b>
Compliant	43
Partial Compliance	2
Non-Compliant with Reported Rating	16
Non-Compliant without Reported Rating	0
Under Evaluation	4
No CSS Measure	0
Not Applicable	0
No Submission	13
<b>Total Number of GOCCs with 2021 Scorecard</b>	<b>78</b>

In 2021, the Governance Commission also looked at the average satisfaction rating of GOCCs per customer segment. It was noted that on average, 90.87% of the individual customers were satisfied with the service of GOCCs, while 91.70% of the business entities rated the service of GOCCs of at least satisfactory.

Based on the consolidated data, three (3) GOCCs failed to reach the minimum requirement of 80% while 27 GOCCs were able to reach a score of above 90%.

**Table 3: Distribution of Scores of Compliant/Partially Compliant GOCCs**

<b>SCORE</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Below 80%	2	2	3
80% - 85%	3	4	4
86% - 90%	3	12	11
91% - 95%	19	14	12
96% - 100%	12	15	15
<b>Total</b>	<b>39</b>	<b>47</b>	<b>45</b>