



## STATUS REPORT ON GOCC CUSTOMER SATISFACTION

### **Background**

The Governance Commission first rolled out the *Standard Methodology*, *Prescribed Questionnaire*, and *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 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. to assist in the improvement of the existing methodology. As part of the assessment, Kantar conducted interviews and/or focused group discussions with selected GOCCs from 03 December to 07 December 2018 and consultation workshop on 12 February 2019 to present and gather inputs on the draft enhanced guidelines.

By end of September 2019, the Governance Commission was able to transmit and upload the Enhanced Standard Guideline on the Conduct of Customer Satisfaction Survey and the updated Classification of GOCCs per CSS Methodology which will govern the GOCCs under the jurisdiction of GCG in the conduct of the annual customer satisfaction starting 2020. The improved/updated prescribed questionnaires for the conduct of the CSS was also subsequently transmitted to the GOCCs. Key revisions provided in the Enhanced Guidelines are as follows:

	<b>Standard Methodology</b>	<b>Enhanced Guidelines</b>
<b>Data Gathering Methods</b>	Pen-and-Paper Interview: <ul style="list-style-type: none"> <li>- Intercept</li> <li>- Telephone</li> <li>- Door-to-Door</li> </ul>	Pen-and-Paper Interview Computer-Assisted Personal Interview: <ul style="list-style-type: none"> <li>- Intercept</li> <li>- Telephone</li> <li>- Door-to-Door</li> </ul> Online Survey Self-Accomplishment
<b>Sample Size, Allocation, and Area Coverage</b>	<ul style="list-style-type: none"> <li>• 500 for nationwide coverage → MOE of +/- 4.3% at 95% confidence level</li> <li>• 300 for area-specific coverage → MOE of +/- 5.6% at 95% confidence level</li> <li>• 100 should be targeted for each sub-segment</li> </ul>	Sample size should be <b>at the minimum per customer type</b> <ol style="list-style-type: none"> <li>a. 500 for nationwide coverage → MOE of +/- 4.3% at 95% confidence level</li> <li>b. 300 for area-specific coverage → MOE of +/-</li> </ol>

	<b>Standard Methodology</b>	<b>Enhanced Guidelines</b>
	<p>(e.g. region, age, gender, etc.) if need to be read → MOE of +/- 9.8% at 95% confidence level</p> <ul style="list-style-type: none"> <li>• Proportionate sampling should be employed for GOCCs with different customer types</li> </ul>	<p>5.6% at 95% confidence level</p> <p>c. 100 for customer type with small universe, MOE of +/-9.8% at 95% confidence level</p> <p>d. Total universe should be targeted as survey respondents for customer type with total primary customers of less than 100</p>
<b>Frequency of Data Collection</b>	<p>Bi-annual for GOCCs with more than 250,000 customers in a year</p> <p>Annual for GOCCs with 250,000 or less customers in a year</p>	<p>Annual</p> <p>For GOCCs that observe seasonality, the survey should be conducted for each season</p> <p>GOCCs are allowed to conduct the data gathering/survey until January of the succeeding year (except for intercept interviews)</p>
<b>Data Collection Quality Control</b>	General guidelines	A list of reports/documents required for submission is provided
<b>Project Team</b>	Project Team for self-administered survey	Project Teams for third-party provider and self-administered survey
<b>Status Reports and Documents for Submission</b>	None	<p>A list of required documents for submission, deadline of submission per activity is provided</p> <p>The required minimum information to be presented in the Final Report is indicated</p>

### ***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 Notice to All GCG Stakeholders dated 14 August 2020 providing for the additional guidelines applicable for the conduct of the Customer Satisfaction Survey (CSS) for 2020.

For the performance covering the year 2019, the number of GOCCs with Performance Scorecard was maintained at 74.<sup>1</sup> Of the said number, 39 GOCCs were deemed compliant with the GCG Standard Methodology with an average score of **92.29% satisfied customers**. Based on the consolidated data, only 2 GOCCs failed to reach the minimum requirement of 80% while 34 GOCCs were able to reach a score of at least 90%. The 2019 result show improvement from the 2018 baseline of 38 GOCCs compliant with the Standard Methodology and Prescribed Questionnaires generating an average of **91.91% satisfied customers**.

### **2020 Validation Results**

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.

The Governance Commission started to receive submissions for the 2020 annual accomplishments as early as March 2021. However, due to the continuing pandemic and declaration of varying levels of community quarantine across the country, the Governance Commission and the GOCCs implemented various working arrangements. Accordingly, the submission of additional and lacking supporting documents were requested from the GOCCs to which they were only able to comply by the 3<sup>rd</sup> Quarter of 2021

In a presentation by the Development Academy of the Philippines (DAP) during the Government Quality Management Program's (GQMP) 2nd Symposium on Institutionalizing Service Quality Standards held virtually last 08 July 2021, the Service Quality Standards (SQS) aims to measure whole-of-government citizen/business satisfaction. During its implementation in 2018 and 2019, the overall satisfaction results were 86.93% for G2C (2018) and 80.53% for G2B (2019). The 2018 satisfaction result for G2C significantly declined to 70.14% in 2020. However, DAP emphasized that the result remains high and acceptable considering the COVID-19 pandemic in 2020.

To consider the result of the study conducted by DAP as well as observations of the Corporate Governance Offices in the evaluation of GOCC submissions, the following rulings for the validation of CSS results using the Enhanced Guidelines were adopted:

#### **A. Grounds for Zero Score**

1. Did not utilize GCG prescribed questionnaires in the conduct of annual CSS;
2. Data analysis, interpretation, and report writing conducted internally by the GOCC;

#### **B. Grounds for Consideration**

##### **B.1. Applicable only for 2020 CSS Validation**

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<sup>1</sup> HGC was merged with PhilEXIM forming the PhilGuarantee, and PHILSUCOR was abolished, hence no Performance Scorecards for 2019. BSP and PNCC were provided with Performance Scorecard for 2019.

1. Minimum required accomplishment reduced from 80% to 70%;
2. Use of old-GCG prescribed questionnaires;
3. GOCC extended its data gathering period beyond what had been requested and approved by the GCG maybe considered if the extension did not go beyond 30 calendar days.
4. Data gathering conducted within January to March of the following year without the approval of the Governance Commission

## B.2. Applicable starting 2020 CSS Validation

1. Use of hybrid data collection methodology for the sole purpose of meeting the required sample size. GOCC must provide documentation that it was able to exhaust all possible means to gather data using the initially selected data collection method.
2. Failure to comply either 30% back-check or 30% observation requirement but able to **fully** satisfy/comply other data collection quality control (conducted pre-test for new survey instrument, training, and supervision and spot check).

For the performance covering the year 2020, the number of GOCCs with Performance Scorecard increased to 79. Despite the alternative work arrangement, the Governance Commission was able to validate 100% of CSS Reports. Of the said number, 40 GOCCs were deemed compliant with the GCG Standard Methodology with an average score of **91.53% satisfied customers**. Based on the consolidated data, 2 GOCCs failed to reach the adjusted minimum requirement of 70% while 32 GOCCs were able to reach a score of at least 90%. The 3-year data on CSS is presented in the table below:

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

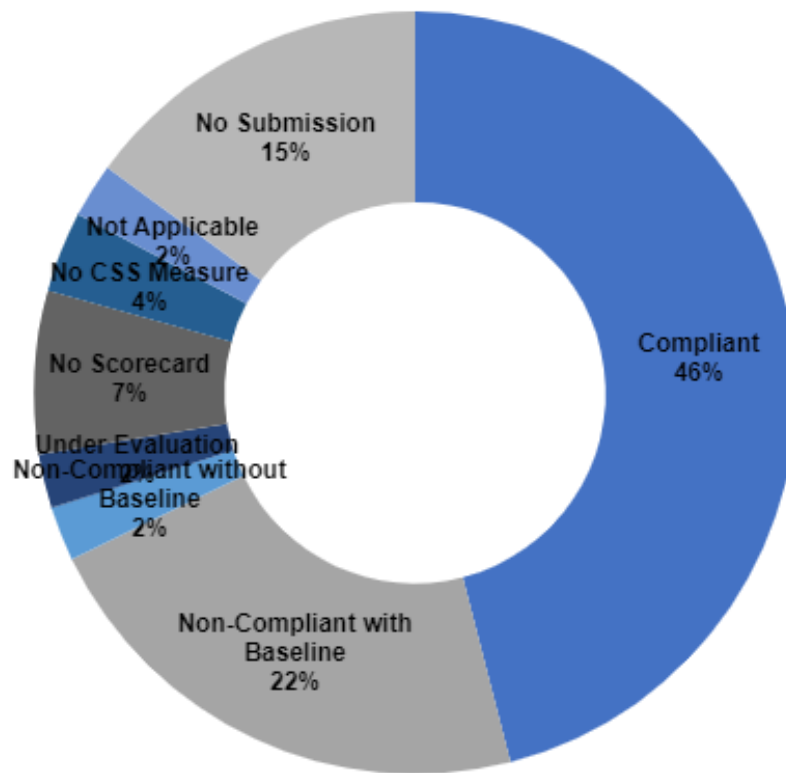
Year	Average Rating
<u>2018</u>	91.91%
<u>2019</u>	92.29%
<b>2020</b>	91.53%

**Table 2: Distribution of Scores of Compliant GOCCs**

Score	<u>2018</u>	<u>2019</u>	<b>2020</b>
Below 80%	1	2	2
80% - 85%	6	3	3
86% - 90%	5	3	11
91% - 95%	15	19	12
96% - 100%	11	12	12
<b>Total</b>	<b>38</b>	<b>39</b>	<b>40</b>

The number of GOCCs deemed non-compliant decreased minimally to 21 from baseline of 22 in 2019. Notably, 10 GOCCs reported to have failed to conduct the CSS in 2020 despite the additional guidelines provided by the Governance Commission.

Provided below is an illustration of GOCCs' compliance for 2020 and table on common non-compliance of GOCCs:



**Figure 1: 2020 Summary of GOCC Compliance**

**Table 3: Distribution of Reasons for Zero Rating of CSS Measure**

Reasons	2018	2019	2020
No CSS Report Submitted	3	12	4
No Survey Conducted	6	8	10
CSS Report Submitted Non-Compliant with the Requirements	2	0	5
Not Compliant with Data Collection Quality Control Requirement	6	9	5
Minimum Sample Size Not Met	4	3	1
Not Compliant with Respondent Criteria	4	4	2
Not Compliant with Prescribed Data Gathering Method	0	3	2
Not Compliant with Prescribed Sampling Procedure	4	2	2
Not Compliant with Prescribed Survey Questionnaire	4	4	4
Required Timing of Data Collection Not Met	0	3	1
Required Frequency of Data Collection Not Met	2	2	0
Analysis of Results Not Conducted by Hired Third Party	3	4	5