



## STATUS REPORT ON GOCC CUSTOMER SATISFACTION FOR 2022

### 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 the 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 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 the Enhanced Standard Methodology and the setting of a uniform performance measure allowed the Governance Commission to generate a sector wide result of the satisfaction survey.

### CSS Baseline Data

For 2021, the number of GOCCs with Performance Scorecard is 78. Of the said number, 47 GOCCs were deemed compliant or partially compliant<sup>1</sup> with the GCG Standard CSS Methodology with an average of 91.44% satisfied customers. Based on the consolidated data, only three (3) GOCCs failed to reach the minimum requirement of 80% while 28 GOCCs were able to reach a score of at least 90%.

**Table 1: CSS Annual Baseline Data**

YEAR	GOCC SECTOR AVERAGE SATISFACTION RATING	NUMBER OF COMPLIANT AND PARTIALLY COMPLIANT GOCCs WITH THE CSS GUIDELINES
2018	91.91%	38
2019	92.29%	39
2020	91.71%	47
2021	91.44%	47

<sup>1</sup> At least one (1) of the prescribed customer segments is deemed compliant.



## 2022 Validation Results

As of 28 December 2023, the Governance Commission was able to validate *all* the submitted CSS Reports of GOCCs. The review of CSS reports of GOCCs showed that 54 GOCCs were deemed *compliant* or *partially compliant* with the GCG Standard CSS Methodology and that, on average, 92.32% of the customers of GOCCs were satisfied with the service of the GOCCs.

**Table 2: Breakdown of GOCC Compliance**

STATUS	TOTAL
Compliant	50
Partial Compliance	4
Non-Compliant with Reported Rating	11
Non-Compliant without Reported Rating	9
<b>Total</b>	<b>74</b>

In 2022, the Governance Commission also looked at the average satisfaction rating of GOCCs per customer segment. It was noted that on average, 93.14% of the individual customers were satisfied with the service of GOCCs, while 92.34% of the business entities rated the service of GOCCs at least “Satisfactory”.

Based on the consolidated data, three (3) GOCCs failed to reach the minimum requirement of 80% while 37 GOCCs were able to reach a score of above 90%.