



**FREQUENTLY ASKED QUESTIONS ON THE
 GCG STANDARDIZED CUSTOMER SATISFACTION SURVEY**

Frequently Asked Questions (FAQs)	Responses to FAQs
<p>What is the objective of the GCG Standardized Methodology and Questionnaire?</p>	<p>The primary objective of the GCG initiative is to standardize the conduct and administration of the survey across the GOCC sector. The GCG confined the drivers of satisfaction to the following: Staff and Organization; Products and Services; Information and Communication; and Facilities, which were determined through the review of the respective satisfaction surveys of GOCCs.</p> <p>Moreover, the objective of the GCG Standardized Methodology is to assess the GOCCs across the identified dimensions and to determine possible areas of improvement to ensure quality service to their stakeholders.</p>
<p>Will GCG conduct an orientation on the customer satisfaction survey guidelines?</p>	<p>The GCG will conduct an orientation after the release of a Memorandum Circular on the customer satisfaction survey guidelines.</p>
<p>Can GOCCs use their existing customer satisfaction survey?</p>	<p>The GOCCs may opt to continue administering its existing survey but may not be used in lieu of the GCG Standardized Survey. All GOCCs are required to roll-out the GCG standardized methodology and questionnaire starting 2018.</p>
<p>Who will conduct the survey?</p>	<p>The survey shall be administered by a third party. However, a GOCC may seek the approval of the GCG to administer the survey in-house.</p>
<p>Can GOCCs modify the content of the questionnaire? Is there a need for the</p>	<p>Under Part IV Item 6.a of the Standard Methodology for the Conduct of the Customer Satisfaction Survey, GOCCs are not allowed to alter the existing</p>

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approval of the GCG for such modification/s?	<p>questions without seeking prior approval from the GCG.</p> <p>However, considering the urgency to roll out the standardized questionnaires, GOCCs are allowed to add but not modify and/or remove questions in Part II. GOCCs may add questions without the need to secure approval from the GCG.</p>
Can GOCCs modify the prescribed 5-point Likert scale in the survey questionnaire?	<p>GOCCs are not allowed to modify the prescribed 5-point Likert scale. Modification of the prescribed Likert scale in the survey questionnaire runs counter to the objective of standardizing the Customer Satisfaction Survey across all GOCCs.</p>
Who are the target respondents?	<p>As defined in the guidelines, the survey instrument covers the primary customers of a GOCC. Primary customers are those with direct transactions with the GOCC, in view of its functions.</p> <p>Please refer to the Classification of GOCCs according to Survey Methodology.</p>
How are sample areas determined?	<p>Sample areas are determined through random sampling. Please refer to the sampling procedure under Part III of the Standard Methodology for the Conduct of the Customer Satisfaction Survey.</p>
What method shall be used for data collection?	<p>Data collection methodology is dependent on the type of customers that the GOCC serves.</p> <p>Please refer to the Classification of GOCCs according to Survey Methodology.</p>
What are the collection methods for the customer satisfaction survey?	<p>GOCCs may collect responses via pen-and-paper administration or through the use of digital platforms (e.g., computer/tablet, applications). However,</p>

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	GOCCs may not use online survey platforms.																					
How long should the survey interviews last?	<p>For telephone and intercept interviews, ideally the interview should last at most 15 minutes.</p> <p>For door-to-door methods, interview should not exceed 45 minutes.</p>																					
How often is the GCG Standardized Methodology and Questionnaire administered?	GOCCs shall follow the prescribed frequency of data collection under Part IV Item 4 of the Standard Methodology for the Conduct of the Customer Satisfaction Survey. It must be noted that the "Number of Customers in a Given Year" refers to the total number of customers of the GOCC in its main office and branches (as applicable).																					
What is the expected output upon the administration of the GCG Standardized Methodology and Questionnaire? Is there a specific format of documents to be submitted?	<p>There is no specific format for the output of the survey, however, the final report to be submitted to the GCG should contain the final customer satisfaction rating.</p> <p>The content of the final report is specified under Part VI of the Standard Methodology for the Conduct of the Customer Satisfaction Survey.</p> <p>In addition, the report should present the distribution of responses for each point of the Likert scale. An example of the distribution is presented below:</p> <table border="1" data-bbox="853 1541 1353 2016"> <thead> <tr> <th>5-Point Likert Scale</th> <th>No. of Respondents</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>5 – Very Satisfied</td> <td>60</td> <td>60%</td> </tr> <tr> <td>4 - Satisfied</td> <td>20</td> <td>20%</td> </tr> <tr> <td>3 – Neither Satisfied nor Dissatisfied</td> <td>10</td> <td>10%</td> </tr> <tr> <td>2 – Dissatisfied</td> <td>8</td> <td>8%</td> </tr> <tr> <td>1 - Very Dissatisfied</td> <td>2</td> <td>2%</td> </tr> <tr> <td>TOTAL</td> <td>100</td> <td>100%</td> </tr> </tbody> </table>	5-Point Likert Scale	No. of Respondents	%	5 – Very Satisfied	60	60%	4 - Satisfied	20	20%	3 – Neither Satisfied nor Dissatisfied	10	10%	2 – Dissatisfied	8	8%	1 - Very Dissatisfied	2	2%	TOTAL	100	100%
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	<p>Actual accomplished survey forms may be requested as supporting document during the conduct of performance validation by the GCG.</p>
<p>Are GOCCs required to conduct a pilot test of the GCG Prescribed Questionnaire? Who should conduct the pilot test?</p>	<p>Under Part IV Item 9.c of the Standard Methodology for the Conduct of the Customer Satisfaction Survey, GOCCs are required to pilot-test the questionnaire with at least three (3) respondents per prescribed methodology. However, these respondents should no longer be included in the sample during the actual interviews.</p> <p>The pilot-test will ensure the clarity and comprehension, check for bias, and assess interview length of the questionnaire.</p> <p>GOCCs may seek clarification and guidance from the GCG should issues arise upon the conduct of the pilot-test.</p>

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