LBP LEASING AND FINANCE CORPORATION
(A LANDBANK Subsidiary)
15th Floor SycipLaw Centre Bldg, #105 Paseo de Roxas St. 1226 Makati City
Telephone Number 818-2200/ Fax Number 819-6176

INVITATION TO QUOTE FOR THE CONDUCT OF CY 2020 CUSTOMER SATISFACTION SURVEY
(LLFC-CAP-2020-004)

REQUEST FOR QUOTATION (Small Value Procurement)

LBP Leasing and Finance Corporation (LLFC) through its Bids and Awards Committee (BAC) will undertake a Small Value Procurement in accordance with Section 53.0 of the 2016 Revised Implementing Rules and Regulations of the Republic Act No. 9184.

Name of the Project	Conduct of CY 2020 Customer Satisfaction Survey (CSS) (LLFC-CAP-2020-004)
Approved Budget of the Contract (ABC)	Three Hundred Thousand Pesos (PhP300,000.00)
BACKGROUND On 24 June 2014, the GCG issued Memorandum Circular 2013-02, which prescribes the Performance Evaluation System (PES). The PES serves as the basis in the grant of Performance-Based Bonus to employees and Performance-Based Incentives to directors. One of the requirements under the PES is the conduct of a customer satisfaction survey. On 11 April 2018, the GCG released new guidelines that standardized the methodology of conducting the customer satisfaction survey. One of the requirements stated in the guidelines is that a third party should administer and conduct the customer satisfaction survey.	
OBJECTIVES OF THE SURVEY The goals of the survey are to: 1. Determine the level of satisfaction in terms of the client's delivery of services to its stakeholders; 2. Assess the general impact of the client's programs and projects to its stakeholders; and 3. Ascertain the opportunities for improvement.	
SCOPE OF WORK AND METHODOLOGY The scope of work and methodology for the study will be based on the attached Terms of Reference (TOR).	
Project Completion	Not later than November 30, 2020

Submit in a sealed envelope to LBP Leasing and Finance Corporation office located at 15th Floor, SyCip Law Centre Bldg, #105 Paseo de Roxas St., Makati City on or before August 7, 2020 3:30 PM together with the Certified True Copies of the following Eligibility documents:

a.) Valid and current year Mayor's Permit
b.) Valid and current PhilGEPS Registration Number
c.) DTI/SEC Registration (for Partnership/Corporation)
d.) BIR Certificate of Registration (Form 2303)
e.) Latest Tax Clearance per E.O. 398, series of 2005, as finally reviewed and approved by the BIR
f.) Omnibus Sworn Statement (per attached Formal Template) – original and notarized

1. All quotations must include all applicable taxes and shall be valid for a period of thirty (30) calendar days from the deadline of submission of quotations. Quotations received in excess of the approved budget shall be automatically rejected.

2. The project shall be awarded to the proponent determined to have submitted the complete and lowest quotation including compliance to the Schedule of Requirements and Eligibility documents.

3. The prospective bidder shall be a Filipino citizen/sole proprietorship/partnership/Corporation duly organized under the laws of the Philippines.

4. LLFC reserves the right to reject any or all quotations at any time prior to award of the project without thereby incurring any liability to the affected proponents and to waive any minor defects therein to accept the quotation as may be considered more advantageous to the Government.

5. Terms of payment shall be within thirty (30) calendar days from date of acceptance. The procurement of LLFC is subject to a final VAT withholding of five percent (5%) in addition to the applicable withholding tax.

6. For the winning supplier: The obligation for warranty shall be covered by either retention money equivalent to 1% of payment or a special bank guarantee equivalent to 1% of the total contract price. The amount shall be released after three (3) months (Section 62 of the 2016 Revised IRR of RA 9184).

For further information, please visit LBP Leasing and Finance Corporation office or contact the BAC Secretariat Ms. Joselia S. Garcia at telephone number 818-2200 loc. 261 or send e-mail to jsgarcia@lbpleasing.com

(Sgd.)
RIZA M. HERNANDEZ
CHAIRPERSON
BIDS AND AWARDS COMMITTEE

TERMS OF REFERENCE
FOR LBP LEASING AND FINANCE CORPORATION'S CUSTOMER SATISFACTION SURVEY FOR CY 2020

PROJECT NAME	**:**	**LLFC Customer Satisfaction Survey for CY 2020**
APPROVED BUDGET FOR THE CONTRACT	**:**	**Three Hundred Thousand Pesos (P300,000.00)**

I. SUMMARY

LBP Leasing and Finance Corporation (LLFC), the client, is seeking to hire an independent research firm, the contractor, to conduct its CY 2020 Customer Satisfaction Survey for customers under the programs and projects being implemented and the services rendered. Insights from the survey will assist LLFC in developing an evidence-based strategy aimed at improving the delivery of products and services to its stakeholders.

II. BACKGROUND

LBP Leasing and Finance Corporation (LLFC), is a subsidiary of Land Bank of the Philippines and one of the government-owned and controlled corporations (GOCC) under the oversight of the Governance Commission for GOCCs (GCG). As part of the performance evaluation, GCG requires all GOCCs to conduct a client satisfaction survey, thus the need for one.

III. THE ASSIGNMENT AND OBJECTIVES

To better understand the issues and concerns of the client's stakeholders, as well as to improve its services, the client seeks a research firm to design and carry out a customer satisfaction survey among its stakeholders nationwide.

The goals of the survey are to:

1. Determine the level of satisfaction in terms of the client's delivery of services to its stakeholders;
2. Assess the general impact of the client's programs and projects to its stakeholders; and
3. Ascertain the opportunities for improvement.

IV. SCOPE OF WORK AND METHODOLOGY

The scope of work and methodology for the study will be based on the attached GCG Memorandum dated 27 September 2019 re: Enhanced Standard Methodology for the Conduct of the Customer Satisfaction Survey and the prescribed questionnaire by GCG, both attached as **Annex "A"** of this TOR.

V. DELIVERABLES

The bidder shall be engaged from the time of the issuance of the notice to proceed but not later than **November 30, 2020**. The contract can be terminated earlier as deemed necessary by LLFC.

The deliverables for the study will be based on the attached GCG Memorandum dated 27 September 2019 re: Enhanced Standard Methodology for the Conduct of the

Customer Satisfaction Survey and using the GCG prescribed questionnaire. Please refer to attached **Annex "A".**

VI. DELIVERABLES AND STATUS UPDATES

Section X of the attached GCG Memorandum dated 27 September 2019[1] must be considered by the selected contractor.

Activity	Document for Submission	Due Date
A. Pre-test	1. Survey Instrument 2. Stimulus Materials 3. Pre-Test Results 4. Pre-Test Report	Quarterly Monitoring Report
B. Training	1. Survey Instrument 2. Stimulus Materials 3. Training Manual 4. Training Report	Quarterly Monitoring Report
C. Project Kickoff/Start-off	1. Survey Instrument 2. Stimulus Materials 3. Observation Report 4. Clearing/Debriefing Report	Quarterly Monitoring Report
D. Project Implementation	1. Supervision/Observation Report 2. Fieldwork Progress Report	Quarterly Monitoring Report
E. Back-checking and Spot-checking	1. Back-Checking and 2. Spot Checking Report	Quarterly Monitoring Report
F. Data Processing	1. Spot Checking Report for Data Processing 2. Data Quality Control Report	Annual Accomplishment Report
G. Analysis	1. Final Report	Annual Accomplishment Report

The Final Report must contain the following:

a. Data Gathering Methodology
b. Percentage of Satisfied Customers using Top 2 Box (Very Satisfied and Satisfied)
c. Averaging of the Overall Satisfaction Rating
d. Comparison of Current Year Ratings versus Previous Year Ratings
e. Crosstabs of the Reasons for Overall Satisfaction Rating against Type of Raters (Positive and Negative) to Determine Top Reasons for Satisfaction and Top Reasons for Dissatisfaction
f. Derived importance by correlating the satisfaction levels of each attribute (independent variable) with the overall satisfaction rating(dependent variable)
g. Plotting in a scatter diagram of derived importance score per attribute (coefficient percentage of each variable) against satisfaction score per attribute (either mean rating or percentage)

[1] Enhanced Standard Methodology for the Conduct of the Customer Satisfaction Survey.

VII. ACCEPTANCE CRITERIA / PERFORMANCE REQUIREMENT

The deliverables will be evaluated according to the following criteria:

- Thoroughness and timeliness of all the elements identified in the scope of work and tasks (and annexes), per the documented final agreement between the selected firm and client.
- Quality and clarity of the analysis and work produced. More specifically, quality and clarity will be assessed against the following:
  - extent to which deliverables conform to the instructions and standards outlined in the scope of work and the relevant annexes,
  - quality and extent of communication between client and the selected contractor while the work was undertaken,
  - any other criteria agreed upon between the two parties at the start of the work period.

VIII. SPECIFIC RESPONSIBILITIES FOR THE SELECTED CONTRACTOR

The selected contractor will be responsible for the following:

- designing, implementing, and managing the study
- developing and pre-testing survey instruments before the field work
- logistics arrangements and expenses, i.e., transportation, accommodation, allowances, communications, and stationery
- recruiting, training, and supervising a suitable team of field workers, including interviewers and field supervisors
- developing an appropriate database for data entry
- ensuring quality of field work/data collection and data entry
- analyzing the data (including statistical analyses such as regressions and cross tabulations)
- writing and presenting a report based on the results of the study

IX. MANAGEMENT AND LOGISTICAL SUPPORT

The selected contractor will report to the client on a monthly basis or as needed.

Upon the award of the contract, a detailed timeline and reporting schedule will be determined between the contractor and client.

X. FIRM QUALIFICATIONS

The selected firm must be a professional market research center or firm with a track record of at least five (5) years of relevant studies. The selected contractor's team will need to demonstrate their experience both in quantitative and qualitative research techniques, particularly as applied to LLFC stakeholders.

XI. CONTRACT PAYMENT SCHEME

The payment of the contract price will be made upon the client's acceptance of the final report deliverable.

XII. DATA PRIVACY ACT

The service provider is subject to compliance with the requirement of the Data Privacy Act. LLFC will provide the contact list to be used in the systematic sampling. The contractor and its researchers and all their partners should sign a Non-Disclosure and Confidentiality Agreement before the commencement of the project.

CUSTOMER SATISFACTION SURVEY
LBP LEASING AND FINANCING CORPORATION (LBP-LFC)

QUESTIONNAIRE NUMBER

RESPONDENT INFORMATION			
Respondent Name		Time Start (in 24:00)	
Respondent Address		Time End (in 24:00)	
Respondent Phone Number (House)		Respondent Phone Number (Mobile)	
INTERVIEWER INFORMATION			
Interviewer Name		Date of Interview	
Interviewer ID		Time of Interview	
QUALITY CONTROL CHECKS AND VALIDATIONS			
Witnessed/Validated by		**Edited by**	
Witness/Validation Date:		Date of Editing	
Signature		Signature	
Quality Checked by		**Data Punched by**	
Quality Check Date		Data Punch Date	
Signature		Signature	
Observed by		**Cleared by**	
Observation Date		Clearing Date	
Signature		Signature	
Back-checked by			
Backcheck Date			
Signature			

QUOTA MONITORING GRID

TYPES OF CUSTOMERS	QUOTA	CODE
Lessees	n=x	1
Financing Customers	n=x	2

SCREENER

INTRODUCTION

As part of the government's initiative to deepen citizen participation in government processes, particularly in the delivery of products and/or services, we are conducting this survey to gauge customer satisfaction on the services of the **LBP LEASING AND FINANCE CORPORATION (LBP-LFC)**. We would appreciate if you could spare a few minutes of your time to participate in our survey. Your insights will greatly help the LBP-LFC improve its product and/or service delivery and meet your expectations to serve you better in the future. Please be assured that all answers provided will be kept in strictest confidentiality.

I am ____________ from [RESEARCH AGENCY], a market research company. I will be your interviewer for today.

S1. Are you or any of your close family/relatives working with LBP-LFC? *[SA]*

	CODE	ROUTE
Yes	1	Close interview
No	2	Proceed to S2

S2. Are you or any of your close family/relatives currently employed in any marketing or market research firm? *[SA]*

	CODE	ROUTE
Yes	1	Close interview
No	2	Proceed to S3

S3. **SHOWCARD**

IF INTERCEPT: Which of the following service/s did you avail from LBP-LFC during this visit? What else? Anything else? *[MA]*

IF NON-INTERCEPT: Which of the following service/s you have availed or regularly avail from LBP-LFC? What else? Anything else? *[MA]*

NOTE TO GOCC: *The table below should be an exhaustive list of services that the GOCC provides.*

	CODE	
[SERVICE A]	1	Proceed to Q1
[SERVICE B]	2	
[SERVICE C]	3	
[SERVICE D]	4	
None of the above	99	Close interview

NOTE TO GOCC: *The GOCC should customize its screening questions. Additional questions may be added such as whether or not the respondent is a current customer, and/or whether or not the respondent has an active account, etc.*

MAIN QUESTIONNAIRE

NOTE TO INTERVIEWER: *For Q1, present showcard below while asking satisfaction/dissatisfaction rating questions. Do not include N/A in the showcard.*

VERY SATISFIED	SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	DISSATISFIED	VERY DISSATISFIED
5	4	3	2	1

PART I. OVERALL SATISFACTION

Q1. **SHOWCARD OF SATISFACTION RATING SCALE.**

How satisfied or dissatisfied you are with LBP-LFC? Please use this rating scale where 5 means very satisfied, 4 means satisfied, 3 means neither satisfied nor dissatisfied, 2 means dissatisfied and 1 means very dissatisfied. How would you rate LBP-LFC on the overall? *[SA]*

	VS	S	Neither	D	VD	N/A
Overall satisfaction rating	5	4	3	2	1	99

Q2. **ASK SPONTANEOUSLY. PROBE UNTIL RESPONDENT SAYS NONE.**

Why do you say that you are [RESPONSE] with LBP-LFC? What else? Any other reasons?

____
____
____
____
____

PART II. EXECUTION OF SERVICE

NOTE TO INTERVIEWER: *For Q3, present showcard below while asking level of agreement questions. Do not include N/A in the showcard.*

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
5	4	3	2	1

Q3a. **ASK ONLY AMONG LESSEE (CODE 1 IN QUOTA MONITORING GRID) SHOWCARD OF AGREEMENT SCALE/READ OUT ATTRIBUTES/ROTATE ATTRIBUTES.**

Now, we will talk about the different aspects of LBP-LFC's services. Using this rating scale where 5 means strongly agree, 4 means agree, 3 means neither agree nor disagree, 2 means disagree and 1 means strongly disagree, please let us know how much you agree or disagree with the statements that I am going to read out. Let's start with… [READ OUT ATTRIBUTES]. *[SA per attribute]*

NOTE TO INTERVIEWER: *Read attributes one at a time and wait for the respondent's answer. Do not leave any blanks. If the attribute is not applicable or the respondent says "Don't Know" even after probing, mark as N/A.*

	SA	A	Neither	D	SD	N/A
Staff LBP-LFC's staff…						
treats customers with respect	5	4	3	2	1	99
strictly and fairly implements the policies, rules and regulations (e.g. no discrimination, no "palakasan" system)	5	4	3	2	1	99
provides clear and sufficient information (i.e., solutions to problems, answers to inquiries, and information on products and services)	5	4	3	2	1	99
addresses queries/concerns in a prompt manner	5	4	3	2	1	99
demonstrates willingness to assist customers	5	4	3	2	1	99
is easy to contact	5	4	3	2	1	99
appears neat, well-dressed, and professional	5	4	3	2	1	99
conveys trust and confidence	5	4	3	2	1	99
Lease						
Requirements are properly disseminated	5	4	3	2	1	99
Process for applying for lease is simple and easy	5	4	3	2	1	99
Documentary requirements are reasonable	5	4	3	2	1	99
Contracts are awarded through a transparent process	5	4	3	2	1	99
Lease applications are	5	4	3	2	1	99

	SA	A	Neither	D	SD	N/A
processed/completed within a reasonable amount of time						
Lease terms and conditions (e.g., payment terms, penalties) are clear and reasonable	5	4	3	2	1	99
Lease rates are reasonable	5	4	3	2	1	99
Documents issued are free from defects or typographical errors	5	4	3	2	1	99
Payments are easy to make	5	4	3	2	1	99
Client information is kept confidential	5	4	3	2	1	99
Complaints Handling and Records Keeping						
Filing of complaints is easy and systematic	5	4	3	2	1	99
Complaints are resolved within prescribed timeframe	5	4	3	2	1	99
Resolutions to complaints are satisfactory/acceptable	5	4	3	2	1	99
Files/records are accurate and updated	5	4	3	2	1	99
Information and Communication Information from LBP-LFC is…						
easy to obtain	5	4	3	2	1	99
clear and relevant	5	4	3	2	1	99
Information and Communication (Website) LBP-LFC's website…						
is available and accessible (e.g., no downtime, loads easily)	5	4	3	2	1	99
Contains information needed	5	4	3	2	1	99
Is user-friendly	5	4	3	2	1	99
Facilities						
Signages are visible and readable (e.g. Citizen's Charter, steps and procedures, directional signages)	5	4	3	2	1	99
Office premises are clean, orderly and well-maintained	5	4	3	2	1	99

	SA	A	Neither	D	SD	N/A
Office premises are clean, orderly and well-maintained	5	4	3	2	1	99
Office premises are safe and secure (e.g., with security guard)	5	4	3	2	1	99

Q3b. **ASK ONLY AMONG FINANCING CUSTOMERS (CODE 2 IN QUOTA MONITORING GRID) SHOWCARD OF AGREEMENT SCALE/READ OUT ATTRIBUTES/ROTATE ATTRIBUTES.**

Now, we will talk about the different aspects of LBP-LFC's services. Using this rating scale where 5 means strongly agree, 4 means agree, 3 means neither agree nor disagree, 2 means disagree and 1 means strongly disagree, please let us know how much you agree or disagree with the statements that I am going to read out. Let's start with... [READ OUT ATTRIBUTES]. *[SA per attribute]*

NOTE TO INTERVIEWER: *Read attributes one at a time and wait for the respondent's answer. Do not leave any blanks. If the attribute is not applicable or the respondent says "Don't Know" even after probing, mark as N/A.*

	SA	A	Neither	D	SD	N/A
Staff LBP-LFC's staff...						
treats customers with respect	5	4	3	2	1	99
strictly and fairly implements the policies, rules and regulations (e.g. no discrimination, no "palakasan" system)	5	4	3	2	1	99
provides clear and sufficient information (i.e., solutions to problems, answers to inquiries, and information on products and services)	5	4	3	2	1	99
addresses queries/concerns in a prompt manner	5	4	3	2	1	99
demonstrates willingness to assist customers	5	4	3	2	1	99
is easy to contact	5	4	3	2	1	99
appears neat, well-dressed, and professional	5	4	3	2	1	99
conveys trust and confidence	5	4	3	2	1	99
Financing Service: Loan						
Requirements are properly disseminated	5	4	3	2	1	99

	SA	A	Neither	D	SD	N/A
Process for applying for loans is simple and easy	5	4	3	2	1	99
Application process is better than other lending institutions	5	4	3	2	1	99
Documentary requirements are reasonable	5	4	3	2	1	99
Loan applications are processed/completed within a reasonable amount of time	5	4	3	2	1	99
Loan terms and conditions (e.g., payment terms) are clear and reasonable	5	4	3	2	1	99
Interest rates are competitive	5	4	3	2	1	99
Documents issued are free from defects or typographical errors	5	4	3	2	1	99
Payments are easy to make	5	4	3	2	1	99
Client information is kept confidential	5	4	3	2	1	99
Complaints Handling and Records Keeping						
Filing of complaints is easy and systematic	5	4	3	2	1	99
Complaints are resolved within prescribed timeframe	5	4	3	2	1	99
Resolutions to complaints are satisfactory/acceptable	5	4	3	2	1	99
Files/records are accurate and updated	5	4	3	2	1	99
Information and Communication Information from LBP-LFC is...						
easy to obtain	5	4	3	2	1	99
clear and relevant	5	4	3	2	1	99
Information and Communication (Website) LBP-LFC's website...						
is available and accessible (e.g., no downtime, loads easily)	5	4	3	2	1	99
Contains information needed	5	4	3	2	1	99
Is user-friendly	5	4	3	2	1	99
Facilities						

	SA	A	Neither	D	SD	N/A
Signages are visible and readable (e.g. Citizen's Charter, steps and procedures, directional signages)	5	4	3	2	1	99
Office premises are clean, orderly and well-maintained	5	4	3	2	1	99
Office premises are clean, orderly and well-maintained	5	4	3	2	1	99
Office premises are safe and secure (e.g., with security guard)	5	4	3	2	1	99

Q4. **SHOWCARD.**

Where do you most often get information about LBP-LFC and its services? *[SA]*

	CODE
Information desk	1
Website	2
Phone/Hotline	3
Social media (Specify ______________________)	4
Conferences	5
Text/SMS	6
Bulletins	7
Others (Specify ______________________)	8

Q5. **ASK SPONTANEOUSLY. PROBE UNTIL RESPONDENT SAYS NONE.**
What are your suggestions for the improvement of LBP-LFC's services? What else? Anything else?

____

____

____

____

____

I declare that this interview has been carried out strictly in accordance with your specification and has been conducted within the **ESOMAR Code of Conduct** with a person unknown to me.	Interviewers' Signature	Supervisor's Signature

GUIDEBOOK FOR GOCCs

ENHANCED STANDARD METHODOLOGY FOR THE CONDUCT OF THE CUSTOMER SATISFACTION SURVEY

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DEFINITION OF TERMS

TERMS	DEFINITION
Back-Checking	A quality control procedure involving subsequent re-contacting or revisiting respondents to check whether the interviews were conducted and completed and whether the responses recorded by the interviewer were consistent and accurate
Call Back	Process of calling or visiting a sampled respondent who is initially not available again to complete the survey
Clearing or Debriefing Sessions	Process of reconvening the survey team after the start-off to discuss clarifications, concerns, and challenges encountered during the first few days of data collection and agree on ways to address them moving forward
Code Frames or Codebook	Shows the categories that were formed from responses from open-ended questions; Contains the numeric data equivalents of verbal data which shall be used for the purpose of analysis
Computer-Assisted Personal Interview (CAPI)	A data collection method by an in-person interviewer (i.e. face-to-face interviewing) who uses a digital device (e.g. computer, tablet) to administer the questionnaire and capture the answers of the respondents
Cross-Tabulations	Pertains to the creation of a table showing two or more variables, with the categories of one variable distributed across the rows of the table, while the other variable is distributed down the columns
Customer Type	Pertains to a group or segment of customers classified based on specific characteristics Customer types have been pre-identified in *Annex A*.
Data Tables	Refers to set of tables which display the survey results Each tab resembles a spreadsheet with multiple rows and columns, wherein rows contain the answer categories for a given question and columns are the key variables for analysis.
Data Tabulation Specifications or Tab Specs or Tab Plan	Outlines all required tables, statistics and other; acts as a guide for the conversion of data into meaningful forms and results

TERMS	DEFINITION
Disproportionate Sampling	A sampling strategy wherein each subgroup is allocated with equal sample size or number of target respondents
Double-Encoding	A quality control process wherein completed questionnaires are encoded by two different encoders After double-encoding the data separately, the two datasets will be automatically compared, and discrepancies will be verified and corrected accordingly to form a single dataset.
Drop-Out Rate	Refers to the proportion of all eligible sample cases that were lost over the duration of the interview or over the duration of the study
ESOMAR	World Association of Opinion and Marketing Research Professionals (formerly European Society for Opinion and Marketing Research) is a membership organization representing the interests of the data, research and insights profession at an international level. While it started as a European association, ESOMAR is the global association for the industry, with members based in 130 countries. It provides ethical and professional guidance and advocating on behalf of its global membership community.
General Population	Refers to the general public and not a very specific type of population
Geocodes	Refers to a set of geographical coordinates corresponding to a location
Household	Defined in market research as the social unit consisting of a person living alone or a group of persons who sleep in the same housing unit and have a common arrangement in the preparation and consumption of food
Hybrid Data Collection or Mixed Data Collection	Refers to the use of two or more data collection methods
Inception Meeting or Kickoff Meeting	Pertains to the first meeting with the project team and the client of the project to discuss and define the base elements of the project (goals, scope, expectations) and other project planning activities
Kish Grid	A method for selecting members within a household to be interviewed It uses a pre-assigned table of random numbers to find the person to be interviewed.

TERMS	DEFINITION
Kruskal Analysis	A statistical tool for measuring the power of attributes in driving a dependent variable The essential assumption behind the analysis is that variables which exhibit strongly similar patterns of response to some dependent issue (for example overall satisfaction) are causally linked. This analysis approach uses the concept of partial correlations, where the correlation between two variables is obtained when the effects of other variables are removed.
Pen-and-Paper Interview (PAPI)	A data collection method by an in-person interviewer (i.e. face-to-face interviewing) using a printed paper questionnaire where responses are recorded
Pilot Test/Pre-Test	A process implemented to dry-run the research instruments and determine problems that needed to be addressed prior to putting the data collection in full survey operations
Proportionate Sampling	A sampling strategy wherein the sample size or number of target respondents allocated for each subgroup is determined by their number relative to the entire population
Primary Sampling Unit (PSU)	Refers to sampling units that are selected in the first (primary) stage of a multi-stage sample
Sample	Pertains to the sub-population to be studied in order to make an inference to a reference population (a broader population to which the findings from a study are to be generalized)
Sample Size	Refers to the number of population members or cases that are included in the sample
Sample Spots	Refers to areas (usually barangays) that have been sampled and where the survey data collection will be conducted
Spot Check	A quality control procedure that involves going to the data collection area to check if: (1) interviewers did proper sampling; (2) proper skipping was implemented; (3) interviewers are indeed in the area covered by the study; (4) or interviewers are interviewing correctly, among others
Systematic Random Sampling	A type of probability sampling technique where there is an equal chance (probability) for all units within the population to be selected and be included in the sample

TERMS	DEFINITION
Weights/Weighting	Refers to statistical adjustments that are made to survey data after they have been collected in order to improve the accuracy of the survey estimates: (1) to correct for unequal probabilities of selection that often have occurred during sampling; (2) to help compensate for survey nonresponse

I. RATIONALE

Under GCG Memorandum Circular (M.C.) No. 2012-07 or the Code of Corporate Governance, GOCC Governing Boards are required to:

(a) Ensure integrity and honesty in dealings with customers and operate a highly effective and efficient organization, focused on meeting customer objectives with the aim of providing services which give fair value and consistent quality, reliability and safety in return for the price paid for the same.[1]

(b) Operate policies of continuous improvement, of both processes and the skills of the staff, to take best advantage of advances in all aspect of society in order to ensure that it continues to add value to its customers' businesses.[2]

To ensure GOCCs are able to satisfy these requirements, the GCG made it mandatory for GOCCs to conduct an annual Customer Satisfaction Survey (CSS) as one of the performance indicators under the Performance Evaluation System (PES)[3], implemented pursuant to GCG M.C. Nos. 2013-02 (Re-Issued) and 2017-02. The CSS serves as one of the monitoring tools to measure how GOCCs relate with their customers as this provides tangible and verifiable data on how GOCCs deliver their services.

Anchored on the principle of continuous improvement, this enhanced standard methodology is issued to ensure that individual results of the GOCCs' CSS are comparable and can be consolidated to determine the overall customer satisfaction score of the GOCC sector. The enhanced guideline aims to ensure that GOCCs go beyond compliance and utilize the CSS in harnessing and determining vital data and information on customer satisfaction. Thus, the CSS will focus on identifying the overall satisfaction rating by determining how much of a GOCC's customers are satisfied as opposed to dissatisfied, and the factors that lead to both.

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[1] Section 37, GCG M.C. No. 2012-07

[2] Section 37, GCG M.C. No. 2012-07

[3] Performance Evaluation System Guidebook.

II. DATA GATHERING METHODS

For purposes of the conduct of the annual CSS, three (3) quantitative data gathering methodologies will be used, which were deemed as the most efficient and effective way of reaching the GOCCs' customers during the survey fieldwork. The data gathering methodologies are as follows:

A. **Method A: Intercept Interview**

The objective of the intercept interview is to gather on-site feedback from customers upon transaction with the GOCC. Intercept interviews are done by having trained interviewers positioned in either the office/branch of the GOCCs or the area where they operate, e.g. airports, ports, and train stations.

B. **Method B: Telephone Interview or Face-to-Face Interview**

Telephone interview is the most efficient way of reaching customers who do not usually visit the offices/branches of the GOCCs. However, GOCCs may opt to use face-to-face interview depending on the convenience of the respondents.[4]

The respondents that will participate in the interview should come from the GOCC's list of clients (individuals, corporations, and non-profit organizations such as social enterprises and cooperatives). In using this methodology, GOCCs are reminded that complete contact information of the possible respondents including names and contact details are required.

C. **Method C: Door-to-Door Interview**

Door-to-door interview is most efficient for customers of GOCCs with no contact details available or are not reachable via other means of communication. Thus, the best way to reach its customers is by visiting the respondents' homes. However, this assumes that the communities or areas where the customers reside can be properly identified.

GOCCs with different customer types may use a different data gathering method for each of its customer types (e.g. intercept interview for individual customers and telephone interview for business clients). Note, however, that this is the only instance which allows the use of hybrid data gathering method. **Hybrid data collection is not allowed for the same type of customer**.

In addition, the use of online survey tool/platform or self-accomplishment of the survey questionnaire (e.g. e-mail, postal mail, etc.) as data gathering method may also be used if the GOCC falls in any one of the cases below:

1. Limited budget for the GOCC to conduct personal interviews (i.e. door-to-door, intercept, telephone, face-to-face);
2. Respondents are top executives/managers in which securing an appointment is difficult; and

[4] It shall be noted, however, that the two data gathering methods cannot be used in combination. For example, if the GOCC/third party decided to use telephone interview, it must be used consistently for all the respondents belonging to the same customer type.

3. The only available means of communication is through e-mail.

However, GOCCs that will use an online survey tool/platform for data gathering should present a comprehensive quality control measure to ensure the validity and reliability of data collected. The implementation of which should be supported by a detailed quality control report.

If the contracted third-party of a GOCC has its own online survey tool/platform, the use of this survey method is allowed, provided that the third-party provider will be able to present and submit a detailed quality control report.

Attached as ***Annex A*** is the list of data gathering method per GOCC.

In the implementation of the CSS, GOCCs are expected to hire a third-party provider to administer the survey, generate the data, and interpret the result. GOCCs are given the option to self-administer the survey but are reminded to **strictly** follow the guidelines provided below. GOCCs that will conduct the survey in-house should be able to present a comprehensive report on the procedures and processes undertaken during the administration of the survey, including but not limited to the quality control on data gathering (i.e. pre-test and spot checking). Moreover, **quality control/quality assurance (i.e. back-checking and double encoding), data analysis and data interpretation should be undertaken by a third-party** and comprehensive documentation on the matter should be presented as evidence of compliance.

III. SAMPLING PROCEDURE

A. FOR INTERCEPT INTERVIEW

A systematic random sampling shall be utilized following the steps outlines below.

Step 1: Create a list of PSUs

Step 2: Identify the number of PSUs to cover

Step 3: Identify the population and sample size and distribute sample by sampling unit

Step 4: Compute for the sampling interval

Step 5: Determine the schedule of the survey

Step 6: Select the respondents using interval number

In case the GOCC has more than one venue where the survey can be conducted, the first step is to select which PSUs to cover. PSUs could be geographic areas, venues, offices, branches, stations, and other units of the GOCCs which customers frequent to avail of the GOCC's service/s.

Ideally, all PSUs should be covered but in consideration of time and budget constraints, PSUs can be grouped together accordingly to form one bigger sampling unit (e.g. North Luzon branches, Mindanao branches). Sample size should be allocated proportionately or disproportionately into the PSUs.

Once the PSUs have been identified, the day of the week and the time of the day must be established prior to the conduct of fieldwork. The research schedule will be based on the best judgment of the researcher and should be agreed between the researchers and the GOCCs.

Researchers and GOCCs are reminded of the basic rule of spreading the day and time of the research schedule to ensure that all possible segments of the population are represented and that there is an equal chance for customers to participate in the survey.

The sampling interval number will be used to determine which of the customers will be invited to participate in the survey. For example, if the sampling interval number is 10, then every 10^{th} customer will be asked to participate in the survey.

Note that for systematic sampling technique, aside from the sampling interval number, a random start number should also be identified.

In cases when the selected customer does not meet the required recruitment criteria or is not willing to participate in the survey, the field interviewers should continue with the interval scheme in identifying the next customer, until the required customer sample is met.

B. FOR TELEPHONE INTERVIEW OR FACE-TO-FACE INTERVIEW

The selection of the respondents will be done through the systematic sampling technique using a customer list provided by the GOCC. The customer list must be complete with customer name and correct/updated contact details.

The procedure for systematic sampling technique for telephone interviews is as follows:

Step 1: Create a contact list and identify population size

Step 2: Clean, segment, and group customers based on how data is to be analyzed

Step 3. Identify sample size

Step 4: Compute for sampling interval number

Step 5: Select the respondents using interval number

Step 6: Contact respondents for the interview

Researchers should identify a sampling interval number. The sampling interval number will be used to determine which of the customers in the list will be invited to participate in the survey. For example, if the sampling interval number is 10, then every 10^{th} customer in the list will be contacted and invited. In doing so, the customers may get equal chance of getting selected to participate in the interview.

Note that for systematic sampling technique, aside from the sampling interval number, a random start number should also be identified.

In cases when the selected customer does not meet the required recruitment criteria or is not willing to participate in the survey, the interviewers should continue with the interval scheme in identifying the next customer, until the required customer sample is met.

The respondent may be interviewed instantly upon reaching him/her or an appointment may be set with the respondent. In the event that the customer is not available or cannot be reached, a maximum of two (2) callbacks will be made. If at the second callback, the customer is still not available or cannot be reached, the customer should be replaced by calling the next customer in the list, still following the interval scheme.

C. FOR DOOR-TO-DOOR INTERVIEW

1. With Customer Listing

The selection of the respondents will be done through the systematic sampling technique using a customer list provided by the GOCC. The GOCCs should ensure that the customer list is complete with customer name, correct/updated contact details, and addresses.

The conduct of systematic sampling technique for door-to-door interviews with listing shall be guided by the following steps:

Step 1: Create a contact list and identify population size

Step 2: Clean, segment and group customers based on how data is to be analyzed

Step 3. Identify sample size

Step 4: Compute for sampling interval number

Step 5: Select the respondents using interval number

Step 6: Contact respondents for the interview

Researchers should identify a sampling interval number. The sampling interval number will be used to determine which of the customers in the list will be invited to participate in the survey. For example, if the sampling interval number is 10, then every 10th customer in the list will be contacted and invited. In doing so, the customers may get equal chance of getting selected to participate in the interview.

Note that for systematic sampling technique, aside from the sampling interval number, a random start number should also be identified.

In cases when the selected customer does not meet the required recruitment criteria or is not willing to participate in the survey, the interviewers should continue with the interval scheme in identifying the next customer, until the required customer sample is met.

The respondent may be interviewed instantly upon reaching him/her or an appointment may be set with the respondent. In the event that the customer is not available, a maximum of two (2) callbacks will be made. If at the second callback, the customer is still not available, the customer should be replaced by visiting or contacting the next customer in the list, still following the interval scheme.

2. Without Customer Listing (General Population)

For door-to-door interviews without listing, a multi stage sampling shall be employed, following the steps below.

Step 1: Select sample cities or municipalities

Step 2: Select sample spots

Step 3: Select sample households

Step 4: Selection of the sample adult using a Kish grid

Within each study area, cities/municipalities will be selected without replacement and with probability proportional to population size.

Once the cities/municipalities have been selected, the required number of spots will be distributed among the sample cities/municipalities. The determination of the number of spots must be roughly proportional to its population size. Each municipality must receive at least one spot.

In each sample city or municipality, the required number of sample spots or barangays will be randomly selected.

Spots or barangays should be classified into urban and rural. The following interval scheme by urbanity is recommended:

a. Interval of five (5) in rural barangays

b. Interval of ten (10) in urban barangays

In each sample spot map, interval sampling will be used to draw five (5) sample households. A starting street corner will be drawn at random. The first sample household will be randomly selected from the households nearest to the starting street corner. Subsequent sample households will be chosen using a fixed interval of nine (9) households in between the sampled ones and every 10^{th} household will be sampled for urban spots while a fixed interval of four (4) households and every 5^{th} household will be sampled for the rural spots.

In each selected household, a respondent will be randomly chosen among household members who are 18 years of age and older, using the equal probability sample selection Kish grid. One (1) qualified male or female respondent will be randomly chosen from among all eligible/qualified respondents in the household.

In cases where no qualified respondent, the interval sampling of household will continue until five (5) sample respondents are identified.

The interval scheme indicated above should also be implemented in (a) replacing households; and (b) substitution of respondents.

Substitution

Substitution of respondents (for selected respondents who are not available) will be done only after two (2) valid callbacks. Substitution will be made only with a respondent of the same socio-economic profile as the original one – same age group, socio-economic class, gender, working status and from within the same sample spot.

Urban-Rural Classification[5]

A barangay is classified as urban if it meets any of the following:

1. It has a population size of 5,000 or more;
2. It has at least one establishment with a minimum of 100 employees;
3. It has five or more establishments with 10 to 99 employees, and five or more facilities within the two-kilometer radius from the barangay hall. The establishments include:
   i. town/city hall or province capitol;
   ii. church, chapel or mosque with religious service at least once a month;
   iii. public plaza, park or cemetery;
   iv. market place or building where trading activities are carried out at least once a week;
   v. public building like school (elementary, high school, and college), hospital, puericulture or health center, or library;
   vi. landline telephone system or calling station or cellular phone signal;
   vii. postal service or public fire-protection service;
   viii. community waterworks system or public-street sweeper; and
   ix. seaport in operation.

A barangay which does not satisfy any of the criteria above is classified as rural.

[5] The definition is based on the Philippine Statistics Authority's report on the urban population in the country, which provides information on the barangays classified as urban based on the 2003 (new) definition of urban areas. The new definition of urban areas was approved by the National Statistical Coordination Board through Resolution No. 9, series of 2003, on October 13, 2003. It is used in this report for the urban-rural classification of all barangays, except for the barangays in the National Capital Region which were all automatically classified as urban.

IV. DATA COLLECTION

A. RESPONDENT CRITERIA

Customers can be categorized as primary or secondary. Primary customers are those with direct economic transactions with the GOCC, while secondary customers are external customers who are or may be affected by the business of the corporation despite not directly engaged with the economic transactions of the GOCC. For this purpose, the survey instrument only covers primary customers.

Of the identified **primary customers**, the survey respondents should satisfy **at least one** of the criteria below:

a. Current/on-going customers of the GOCC;

b. Has a current/active account with the GOCC; or

c. Had at least one transaction with the GOCC during the time of visit.

It is also crucial that the respondent criteria are time bound and the respondent/customer should have availed of the services of the GOCC within the year being evaluated.

The final criterion to be followed should be included in the screener portion of the questionnaire and should be clear among the interviewers to ensure that the respondents to be interviewed are eligible and responses will be relevant.

B. SAMPLE UNIVERSE

For data gathering methodologies which requires a list of customers (i.e. Telephone Interviews, Face-to-Face Interview, Door-to-Door Interview with Customer Listing), the sample universe should be provided to the researchers prior the conduct of the systematic selection.

The sample universe refers to the names of the customers with their telephone numbers (for telephone interviews) and addresses (for face-to-face and door-to-door interviews).

To ensure the confidentiality of the list, the researchers and all their partners should sign a Non-Disclosure and Confidentiality Agreement which contains the following items:

a. The list should only be used for the purposes of this particular customer satisfaction survey and should not be shared with anyone who is not involved in the project.

b. The masterlist should only be provided to the researcher who will be doing the systematic selection. All field interviewers should only be provided with the list of customers that they will be contacting.

a. The list should be disposed of properly or returned to the GOCC. No copies of the list, be it printed or in soft copy formats, should be left with the third-party agency.

In order to eliminate bias, GOCCs should not inform their customers that a customer satisfaction survey will be conducted. Instead, GOCCs should provide a letter to the third party service provider stating the purpose for which the CSS is conducted and providing authority to the third party service provider to collect data on their behalf. The letter will be shown to the respondents before the conduct of interview proper. At the minimum, the official letter must contain the following:

a. Information about the third-party agency and what they will be conducting;

b. Purpose of the research;

c. Invitation of customers to participate in the survey; and

d. Assurance of confidentiality.

C. SAMPLE SIZE

In practice, market researchers typically use a combination of rules of thumb, area coverage, and understanding of client's needs in terms of analysis and implementation when working out the sample size. Constraints on resources – budget and time – also set the limit on the sample size.

For the purpose of the CSS, the sample size is set depending on number of primary customers *per customer type*. The required sample size per customer type are as follows:

a. 500 for nationwide coverage → MOE of +/-4.3% at 95% confidence level

b. 300 for area-specific coverage → MOE of +/-5.6% at 95% confidence level

c. 100 for customer type with small universe or when the number of the total primary customers is not enough to reach at least a sample size of n=300 for the survey → MOE of +/-9.8% at 95% confidence level

   The results should only be read at the total level. No further breakdowns can be made as the sub-segment reads will not be conclusive due to a very small sample size.

d. Total universe should be targeted as survey respondents for customer types with total primary customers of less than 100.

e. At least n=100 should be targeted for each sub-segment (e.g. region, age, gender, etc.) for data to be analyzed, if needed → MOE of +/-9.8% at 95% confidence level

Note that the required sample size is considered as the minimum sample size.

To illustrate:

> **Sample 1: GOCC A whose business has a nationwide coverage has both individual and business customers. The total number of individual customers is 10,000 and the total number of business entity customers is 8,000.**
>
> *Required minimum sample size*:
>
> Individuals: 500
>
> Business Entities: 500
>
> **Sample 2: GOCC B whose business has a nationwide coverage has both individual and business customers. The total number of individual customers is 10,000 and the total number of business entity customers is 10.**
>
> *Required minimum sample size*:
>
> Individuals: 500
>
> Business Entities: 10

D. FREQUENCY OF DATA COLLECTION

In order to properly monitor the GOCC's customer satisfaction rating, the CSS has to be conducted **annually**. However, for GOCCs that observe seasonality (i.e. peak season and lean season), the survey should be conducted for **each season** as we can expect variations in company operations, customer behavior, among others, which may have an effect on the results of the survey.

Except for intercept data gathering method, GOCCs are allowed to conduct data gathering/survey until January of the succeeding year, provided that the Final Report and other supporting documents are made available by March.

E. AREA COVERAGE

Primary area coverage for the study depends on where the customers of the GOCCs can be contacted and interviewed. Essentially, it is where the PSUs are located such as geographic areas, venues, offices/branches, stations, and other units where we can get our sample.

V. DATA COLLECTION INSTRUMENT

The quantitative study will make use of a structured questionnaire, which will ensure consistency all throughout the project and eliminate interviewer bias. This questionnaire ensures:

- More rigid style of interviewing;
- Presence of close-ended and open-ended questions;
- Highly structured way of questioning; and
- Assigned of numerical values to responses.

The length of the interview will be 15 minutes at the maximum, particularly for telephone interviews and intercept interviews, as lengthy interviews often result in higher refusal and drop-out rates.

For door-to-door interviews, a lengthier questionnaire can be accepted but the survey should not exceed 45 minutes.

The actual length of interview will be determined during the pre-test of the questionnaire. Should the questionnaire be longer than 15 minutes, the information coverage will be reviewed and checked for prioritization of questions.

The questionnaire is composed of three (3) sections:

(a) Screener

(b) Main questionnaire

- ➢ Transacting with GOCC
- ➢ Overall Satisfaction
- ➢ Execution of Service

(c) Socio-Demographic Profile

Questions under the Main Questionnaire are fixed and may not be altered, modified, or deleted. GOCCs may only add service or product specific questions, under Execution of Service section, without the need to secure prior authorization from the GCG.

A 5-point Likert scale shall be used for the overall satisfaction rating question that determines the level of satisfaction/dissatisfaction of the customers.

Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied
5	4	3	2	1

Explanation of the scale should be read out to the respondents while showing them the showcard of the scale. This should be done before any of the rating questions are asked. Interviewers should explain the scale repeatedly through the conduct of the survey until the respondent gets used to it. Below are the explanations of each point in the scale:

Very satisfied	Performance of the GOCC meets and exceeds the needs and expectations, to the benefit, of the customer. The service was provided with few minor problems or none at all. If there were few minor problems, a corrective action might have already taken place which is deemed highly effective.
Satisfied	Performance of the GOCC meets the minimum expectations of the customer. The service was provided with few minor problems or none at all. If there were few minor problems, a correction action might have already taken place which is deemed highly effective.
Neither Satisfied nor Dissatisfied	This is the midpoint in which the respondents cannot truly pick a side in the spectrum. However, this does not mean that the respondent has no opinion or does not know. Performance of the GOCC neither meets nor doesn't meet the minimum expectations of the customer.
Dissatisfied	Performance of the GOCC does not meet the minimum expectations of the customers. There are a number of elements or aspects in the GOCC's customer service that reflects a problem for which the GOCC has not yet identified corrective actions. If there were corrective actions, then the action is perceived by the customer as ineffective or has not been fully implemented to be effective.
Very Dissatisfied	Performance of the GOCC does not meet most or did not meet any of the expectations of the customers. There are a number of elements or aspects in the GOCC's customer service that reflects a serious problem for which the GOCC has not yet identified corrective actions. If there were corrective actions, then the action is perceived by the customer as very ineffective or has totally been disregarded.

VI. DATA COLLECTION QUALITY CONTROL

To be able to ensure that the data gathered from the CSS is of highest quality possible, the following quality control procedures should be set in place:

A. PRE-TEST

A pre-test shall be conducted to test the instrument in an actual respondent/scenario to:

a. Ensure clarity and comprehension;

b. Check for bias;

c. Assess interview length; and

d. Anticipate possible issues on field and agree on resolutions prior the training proper.

Documents Needed:

a. Survey Instrument

b. Stimulus Materials

Deliverables to be Submitted:

a. Pre-test Results – GOCCs are required to pre-test at least three (3) to five (5) respondents for each customer type, depending on the size of its population/customer base. For GOCCs with a small customer base (n<100), at least one (1) respondent per customer type is acceptable.

b. Pre-test Report – The report documents the issues, challenges and other insights and relevant observations gathered during the pre-test. It contains document agreements/resolutions agreed upon during the pre-test discussion between the GOCC and third-party service provider.

B. TRAINING

Training is given to team members, specifically the field team to:

a. Give an overview of the project, its design and objectives;

b. Train on sampling procedure and selection of respondents;

c. Brief on the questionnaire administration;

d. Practice skipping and routing of questions; and

e. Do mock interviews amongst themselves to familiarize themselves with the questions and to test their comprehension of the instructions.

Documents Needed:

a. Survey Instrument

b. Stimulus Materials

c. Training Manual

Deliverables to be Submitted:

a. Training Report – The training report documents the issues, challenges and agreements/instructions relayed during the briefing.

C. OBSERVATION

Researchers and/or team leaders should observe and conduct start-off within the initial days of fieldwork to monitor if the sampling procedures are well-understood and to check if the questionnaire is implemented properly.

The first set of accomplished questionnaires will also be checked by the team leader or supervisor and/or researcher to check for consistency and proper filling-up of the questionnaires (for PAPI only).

Clearing/debriefing sessions should be conducted, as the need arises, in order to clarify pending questions and provide additional instructions to the field team.

Documents Needed:

a. Survey Instrument

b. Stimulus Materials

Deliverables to be Submitted:

a. Observation Report

b. Clearing/Debriefing Report

D. SUPERVISION AND SPOT CHECKING

Spot Checking

Spot checking involves going to the data collection area to check among others if: (1) interviewers did proper sampling; (2) proper skipping was implemented; (3) interviewers are indeed in the area covered by the study; (4) or interviewers are interviewing correctly.

Supervision

A field manager will ensure the proper field implementation of study content and distribution and scheduling of visit.

The field manager shall also be responsible for the conduct of training of interviewers, assisted by field supervisors who will supervise the interviewers together with the group leaders.

Supervisors will be tasked to monitor the study full-time. They will observe actual interviews, follow-up and do surprise checks on the research team.

Supervisors will observe at least 30% of the total sample size. They will also ensure that field logistics are received promptly and administered properly

Deliverables to be Submitted:

a. Supervision/Observation/Spot Checking Report

b. Fieldwork Progress Report

E. BACK-CHECKING

Back-checking is the subsequent re-contacting or revisiting respondents to check whether the interviews were conducted and completed and whether the responses recorded by the interviewer were consistent and accurate. As a standard, at least 30% of the total sample size should be back-checked. A combination of phone and in-person back-checking should be done.

Deliverables to be Submitted:

a. Back-Checking Report

b. For CAPI surveys, report on automated checks which will contain the following information:

   i. Schedule of Automated Checks Conducted

   ii. Checking of Administrative Variables to Monitor Data Quality

      - Total Completed Output per Interviewer versus Sample Size
      - Total Output/Productivity per Day
      - LOI Checks
      - Interview Gap between Successive Interviews
      - Areas/Spots Covered per Day
      - Interview Done in Odd Hours
      - Geocodes
      - Duplicate Contact Information

   iii. Interviewing Issues

      - Audio Recording Problem
      - Administration Problems
      - Non-responses
      - Response Patterns

As part of the ESOMAR codes and guidelines, the identity of the respondents will be kept confidential from the GCG and the GOCCs. If there is a requirement from the GCG or the GOCC to reveal the identity of the respondents, the consent of the respondents will be sought for. It should be noted that the information on the identity of respondents will only be limited to their addresses/locations. However, if the respondents want to keep their locations/addresses confidential and detached from the survey results, this will be adhered to by the researcher.

VII. DATA PROCESSING

A. FOR PEN-AND-PAPER INTERVIEW (PAPI)

1. Field Editing

After every data collection day, the field interviewers are to go over their work in order to ensure completeness of data. All accomplished instruments will be submitted to the assigned group supervisor. The group leaders/field supervisors will be the one to check the completed outputs before the field team leaves the location. Field supervisors will conduct a final consistency check on all outputs prior to coding of responses by trained coders.

2. Coding

Open-ended questions in the questionnaire will be coded, and code frames will be created to facilitate processing of data.

3. Data Encoding/Entry

Once the questionnaires have been cleared and coded, these will be sent over to the data encoders for data entry.

A data entry program will be used during data encoding to verify and conduct consistency checks on the encoded data. The data capture program can incorporate validation/cleaning filters to screen valid and invalid answers based on the consistency checking of the questionnaire.

Depending on the complexity of the questionnaire, fifty percent (50%) or one hundred percent (100%) of each data encoder's work will be re-encoded to ensure accuracy of data entry. After double-encoding the data separately, the two datasets will be automatically compared, and discrepancies will be verified and corrected accordingly to form a single dataset.

4. Data Processing

Once data has reached zero error, data will be prepared for table processing. Data tabulation specifications or tabspecs will be developed by the researcher, for approval of the GOCC, as reference of the data processing team. The tabspecs will include the following key details:

a. List of tables with table titles and base descriptions;

b. Segments to be read in the table banners/headers;

c. Stubs or list of responses;

d. Formatting of the tables;

e. Filters/logic checks; and

f. Weights computation (for disproportionate sampling).

The data table processing will involve descriptive statistics and several cross-tabulations, depending on the data requirements.

All tables will also undergo statistical tests for groups to measure the variance among the existing groups/segments in the sample. This significance testing should be done at 95% confidence level, but may be at 90% confidence level, depending on the questions that we are testing for significance.

B. FOR COMPUTER-ASSISTED PERSONAL INTERVIEW (CAPI)

1. Transfer of Data

Interviewers are instructed to sync or upload data to the server on a daily basis before 10PM to help monitor fieldwork progress every morning.

2. Data Extraction

Interim data shall be extracted and submitted within the first full week of data collection to have an initial review of the data, to check for completeness, accuracy of skipping and logic checks programmed in the survey, and other issues affecting quality of data collection. Data will also be extracted regularly to check for the survey progress and will be forwarded and be used by the quality control team as basis for the spot checking and for the quality control measures highlighted in Part VI: Data Collection Quality Control.

After fieldwork completion, the complete dataset will be extracted for final validation and cleaning prior to processing.

3. Data Processing

Once data has reached zero error, data will be prepared for table processing. Data tabulation specifications or tabspecs will be developed by the researcher, for approval of the GOCC, as reference of the data processing team. The tabspecs will include the following key details:

a. List of tables with table titles and base descriptions;

b. Segments to be read in the table banners/headers;

c. Stubs or list of responses;

d. Formatting of the tables;

e. Filters/logic checks; and

f. Weights computation (for disproportionate sampling).

The data table processing will involve descriptive statistics and several cross-tabulations, depending on the data requirements.

All tables will also undergo statistical tests for groups to measure the variance among the existing groups/segments in the sample. This significance testing should be done at 95% confidence level, but may be at 90% confidence level, depending on the questions that we are testing for significance.

VIII. ANALYSIS PLAN

The analysis plan will serve as the basis for the preparation of the Final Report. The results shall be analyzed looking into the following segments, as may be applicable:

- Total
- By Customer Type
  - General Public/Individual Customers
  - Businesses/Organizations
- By Area (depending on the sample area coverage)
  - Total Luzon
  - Total Visayas
  - Total Mindanao
- By Region or Key City
- By Type of Service Availed
- By Rating
- Drivers of Satisfaction (derived importance)

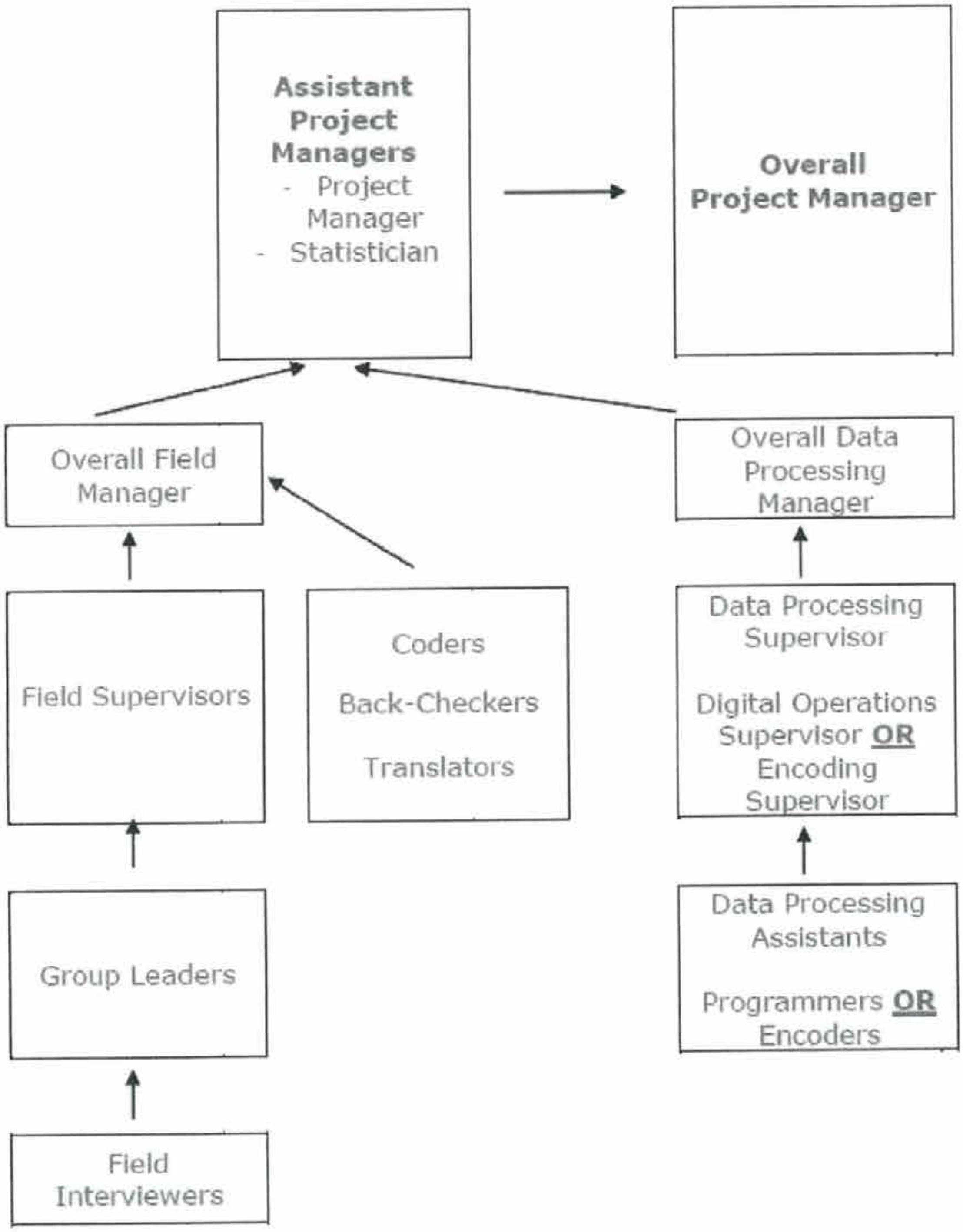
Depending on customer type, the following demographic segmentation may also be looked into:

- General Public/Individual Customers
  - Gender
  - Age/Age Group
  - Working Status
  - Educational Attainment
  - Civil Status
- Businesses/Organizations
  - Type of Business
  - Industry
  - Products
  - Business Size
  - Number of Employees
  - Revenue
  - Year of Establishment
  - Position in the Organization (respondent)
  - Years in the Organization (respondent)
  - Decision-Making Role in the Organization (respondent)

The above segments should only be read if sample size allows or if sub-segments are $n \geq 100$. If the GOCC's total sample size is $n<100$, it can only be read at a total level.

IX. PROJECT TEAM

The third-party service provider to be contracted by the GOCC is recommended to follow the structure below, to promote an organized and efficient working environment.



The table below provides the **minimum** prescribed task per project team member:

Position	Number	Task
Overall Project Manager	1	Oversees all activities of the study from start to finish ensuring that project objectives are realized Monitors the operational details of the survey and work closely with field and data processing departments in meeting client expectations Should be present in major meetings and trainings Should approve the questionnaire, tabulation specifications and report draft Presents the findings to the GOCC
Assistant Project Manager Statistician/Assistant Project Manager	2	Assist the Overall Project Manager in monitoring the survey and following through to completion Should be present in all meetings and trainings Prepares the fieldwork materials (i.e. questionnaire and other stimulus), data specs, and report Conducts statistical analysis on the data
Field Manager	1	Oversees all fieldwork activities of the study from start to finish ensuring that project objectives are realized Monitors the field operational details of the survey and work closely with research and data processing department in meeting client expectations
Data Processing Manager	1	Oversees all data processing activities of the study from start to finish ensuring that project objectives are realized Monitors the data processing operational details of the survey and work closely with research and field department in meeting client expectations

Position	Number	Task
Field Supervisors	Depends on Area Coverage; At Least 1 per Major Area	Supervise during field activities (recruitment, interviews, etc.)
Data Processing Supervisors	2	Assists the Data Processing Manager in data processing related activities (programming, finalization of the script, checking of data completion, data processing and data cleaning)
Programmers/Scripters (including checker)	2	Programs the survey instruments into a survey link or an encoding script
Data Processing Assistants (including checker)	2	Checks completion, process the data
Group Leaders	At Least 1 for Every 5 Interviewers	Assists the field supervisors in field monitoring
Field Interviewers	Depends on the Sample Size; Maximum Number of Interviews per Interviewer should only be 15% of the Total Sample	Conducts the interviews/data collection
Coders	Depends on the Number of Questions to be Coded	Codes verbatim responses
Field Quality Checkers/Back-Checkers	Depends on the Sample Size; Should be able to Back-Check at least 30% of the Total Sample Size	Checks quality and validity of the interviews/outputs

For GOCCs conducting the survey internally, the following tasks should be assigned **exclusively** to a person, at the minimum:

Position	Task
Project Manager	Oversees all activities of the study from start to finish ensuring that project objectives are realized Prepares the fieldwork materials (i.e. questionnaire and other stimulus) and data specs Conducts statistical analysis on the data Responsible for analysis and report preparation Presents results
Assistant Project Manager	Assists the Project Manager in the implementation of the survey
Field Interviewers	Conducts the interview/data collection
Data Encoder	Encodes completed questionnaires
Data Processor/Tabulator	Processes/tabulates the encoded data
Quality Checker	Checks quality and validity of the interviews/outputs

X. STATUS REPORTS AND DOCUMENTS FOR SUBMISSION

As a monitoring mechanism, GOCCs are required to submit a status report on the CSS activity as part of the Quarterly Monitoring Report for its annual Performance Scorecard. Accordingly, the following documents are required to be submitted to support status update as reported:

Activity	Document for Submission	Due Date
Pre-test	Survey Instrument Stimulus Materials Pre-Test Results Pre-Test Report	Quarterly Monitoring Report
Training	Survey Instrument Stimulus Materials Training Manual Training Report	Quarterly Monitoring Report
Project Kick-off/Start-off	Survey Instrument Stimulus Materials Observation Report Clearing/Debriefing Report	Quarterly Monitoring Report
Project Implementation	Supervision/Observation Report Fieldwork Progress Report	Quarterly Monitoring Report
Back-checking and Spot-checking	Back-Checking and Spot Checking Report	Quarterly Monitoring Report
Data Processing	Spot Checking Report for Data Processing Data Quality Control Report	Annual Accomplishment Report
Analysis	Final Report	Annual Accomplishment Report

The following analyses are the **minimum** required information to be presented in the Final Report:

a. Data Gathering Methodology (i.e. sampling procedure, total primary customers, sample size used, survey methodology, frequency of data collection)

b. Percentage of Satisfied Customers using Top 2 Box (Very Satisfied and Satisfied)

c. Averaging of the Overall Satisfaction Rating

d. Comparison of Current Year Ratings versus Previous Year Ratings

e. Crosstabs of the Reasons for Overall Satisfaction Rating against Type of Raters (Positive and Negative) to Determine Top Reasons for Satisfaction and Top Reasons for Dissatisfaction

f. **Deriving Importance**[6]

Correlation

Derived importance may be determined by correlating the satisfaction levels of each attribute (independent variable) with the overall satisfaction rating (dependent variable), as well as other critical performance metrics. The higher the correlation, the higher the influence a particular attribute has on overall satisfaction, and hence, the more important it is.

Kruskal Analysis

The **Modified Kruskal Analysis,** a tool for measuring the power of attributes in driving a dependent variable, may also be used to determine derived importance. The assumption behind the Kruskal Analysis is that variables which exhibit strongly similar patterns of response to some dependent variable, such as overall satisfaction, are causally linked to them.

The analysis approach uses the concept of *partial correlations*, where the correlation between two variables is obtained when the effects of other variables are removed. The key argument for using such procedure would reduce the impact of collinear variables and provide more robust estimates.

g. **Plotting in a Scatter Diagram**

To determine where attributes will fall under, derived importance score per attribute (coefficient percentage of each variable) can be plotted against satisfaction score per attribute (either mean rating or percentage giving it a high rating) in a scatter diagram. The scatter diagram will be divided/sectioned by getting and crossing the mean scores of each of your axis. See illustration below:

Attributes	Derived Importance	Average Performance Score
Staff Courtesy	19	4.83
Prompt Service Delivery	9	4.52
24/7 Support Line	9	4.91
Online Support	10	4.34
Staff Competency	9	4.24
Office/Service Area Cleanliness	6	4.17
Trustworthiness	8	3.85
Reasonable Fees	7	4

[6] Not applicable to customer types with sample size of n≤30.

Attributes	Derived Importance	Average Performance Score
Accessible Service Areas	11	4.96
Staff Professionalism	13	4.3
Mean	**10**	**4.41**

There will be four boxes in this scatter diagram, where attributes will be plotted:

- Important and high rated → CORE STRENGTHS to **maintain** and **communicate**
- Important but low rated → CRITICAL GAPS to **focus** on for **improvement**
- Not important but high rated → SECONDARY ATTRIBUTES to **maintain** and **support**
- Not important and low rated → LOW IMPACT ATTRIBUTES to **monitor**