



# development academy of the philippines

## Center for Governance

(Center)

[2019] PROJECT ACCOMPLISHMENT REPORT

### I. Project Information

Project Code: CPRQE

Project Title: 2018 LBP (Land Bank of the Philippines) Insurance Brokerage, Inc. Customer Satisfaction Survey

Project Start: October 15, 2018

Project End: March 15, 2018

Project Price: Php 1,027,886.64

Client Organization: LBP (Land Bank of the Philippines) Insurance Brokerage, Inc.

### II. Project Team

Project Manager: Ma. Czarina Krisha De Leon

Team Members: Kristine Ann C. Sindac  
Eliza Salud E. Galang

Supervising Fellow: Gilbert E. Lumantao

Consultants/ Resource Persons: Ramoncito G. Cambel  
Adrian I. Penamante  
Anjanette B. Boncodin  
Jonnalyn P. Flores

### III. Project Details

#### ***Project Description:***

The LBP (Land Bank of the Phil.) Insurance Brokerage, Inc. (LIBI) as a wholly-owned subsidiary of the LBP was organized to give services on the bank's insurance requirements, its subsidiaries, its clients/borrowers and other government offices. It was created for the purpose of engaging in the business of general insurance brokerage management and consultancy services on insurance-related activities to its clients. Since then, LIBI has been relentless in improving its services to serve more to its clients nationwide. The agency's effort is also in line with the National Government's initiative of improving the efficiency of all government services. Through Memorandum Circular 2013-02 of the Governance Commission of GOCCs (GCG), GOCCs, including the PCSO, are mandated to assess their service quality through the conduct of a third party customer satisfaction survey as part of their yearly performance evaluation (GCG, 2014).

#### ***Project Objective:***

The 2018 LIBICSAT aimed to:

- **Measure the satisfaction level of the primary customers on the service delivery aspects of LIBI.** Guidelines were formulated to administer the 2018 customer satisfaction survey based on the issued GCG standard guidelines. The survey was conducted among LIBI's primary customers (i.e. Individual/Direct Customers, Land Bank Lending Centers, Head Office, and Branches). The data gathered through this assessment were processed and analyzed to determine the satisfaction level of LIBI's primary customers, the discussion of which formed part of this report.



- **Determine the factors and relationships affecting the satisfaction of the primary customers.** Through this assessment, the strengths and weaknesses of LIBI in relation to the different aspects of service delivery were identified. Further analyses were also undertaken to explore and determine the possible sources of satisfaction.
- **Identify opportunities for improvement to enhance the satisfaction of the primary customers.** The result of the processed survey served as a basis in providing recommendations on critical areas vital to the customers that needs to be prioritized and addressed.

## IV. Project Accomplishments

### Key Activities Implemented:

1. Inception Activities
  - Preparation and finalization of project mobilization documents
  - Finalization and submission of Inception Report containing all agreements made with LIBI on project background, objectives and outputs, detailed work plan, and implementation schedule
2. Tools Review and Development and Data Gathering
  - Conduct of focus group discussions and meetings with concerned LIBI's personnel
  - Pilot-Testing of survey instruments
  - Improved survey instruments and methodology
  - Submission of plan of analysis
  - Training of phone interviewers
  - Deployment of phone interviewers to undertake the survey
3. Analysis and Presentation of Survey Results
  - Consolidation of survey results
  - Analysis of survey data
  - Preparation and submission of draft report
  - Presentation of survey results
  - Revision and submission of final report
4. Project Closure
  - Preparation and finalization of project closure documents

### Major Outputs:

1. Inception Report
2. Data Analysis Plan with enhanced survey instruments
3. Presentation of survey results and Final Report



# development academy of the philippines

## Center for Governance

(Center)

### [2019] PROJECT ACCOMPLISHMENT REPORT

#### Project Impact:

- Provide LIBI with information and recommendations that will be essential in enhancing the quality and efficiency in the delivery of their services to their clients, pursuant to the Anti-Red Tape Act of 2007; and,
- Assist LIBI in its mandate of improving the services engaged in the business of general insurance brokerage management and consultancy, particularly (1) to act as insurance broker for life, health, accident, motor car, casualty, surety and fidelity, marine cargo and hull, comprehensive liability insurance and other insurance coverage allied with and incident to the above-mentioned lined; and (2) to engage in management and consultancy work on insurance and in this connection, to hold, own, purchase, acquire, underwrite, obtain participation in and manage the business of any corporation, partnership or equity.

#### Lessons Learned:

- Since the GCG requires some of the GOCCs to use phone interview as a methodology for the customer satisfaction survey, the project team may consider allocating designated area and at least 3 landline phones per phone interviewers.

#### V. Attachments

- Project closure certificate
- Project deliverables accepted

#### Prepared by:

  
**MA. CZARINA KRISHA M. DE LEON**  
Project Manager

#### Noted / Approved by:

  
**IMELDA C. CALUEN**  
Center Head 