

### **I. Project Information**

Project Code:	CLRFA
Project Title:	Customer Satisfaction Survey for the Philippine Crop Insurance Corporation (PCIC)
Project Start:	05 November 2018
Project End:	15 March 2019
Project Price:	Php 1,782,485.60
Client Organization:	Philippine Crop Insurance Corporation

### **II. Project Team**

Project Manager:	DIANA ISABEL R. ROSAPAPAN
Team Members:	CLESA V. CORONA MARIE JAY KAMILLE S. DAYHON FATIMA D. DELA CRUZ CHARINA S. GALANGERA MYRA G. JULIA KARINA MARYA U. MENDOZA KIRK PATRICK S. PABLO MARIZ P. PADERANGA JEAN R. RADO LOURDES CORAZON SANTOS FLOR ELISA S. TRIÑO MELCHI G. UYASAN
Supervising Fellow:	JANNIS T. MONTAÑEZ
Consultants/Resource Persons:	JESSICA V. AQUINO TEODOLFO F. BONITEZ MICHAEL KENNETH P. DATOY ROWENA M. PAULINO

### **III. Project Details**

Project Description:	The PCIC commissioned the Development Academy of the Philippines (DAP) to undertake a Customer Satisfaction Survey among farmers. This was anchored on PCIC's primary mandate that is to help stabilize the income of agricultural producers and promote the flow of credit in the countryside through insurance protection, particularly for the subsistence of the farmers, against the loss of their crops and non-crop agricultural assets on account of natural calamities, plant pests and diseases, and/or other perils.
Project Objectives:	This project aims to generate feedback and measure the level of satisfaction of the stakeholders of the Philippine Crop Insurance



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Corporation (PCIC), particularly the farmers, in terms of delivering its services and fulfilling its mandates and functions.

Specifically, it aims to:

1) Assess the satisfaction and/or dissatisfaction of the stakeholders (farmers) regarding the delivery and quality of services provided by the PCIC; and

2) Recommend measures to address the dissatisfaction of PCIC customers as well as areas for improvement.

Focus Area:	Transformation and innovation towards performance excellence
Project Type:	Technical assistance
Project Beneficiary:	Philippine Crop Insurance Corporation
Regional Coverage:	Nationwide

### IV. Project Accomplishments

Key Activities Implemented:	<ol style="list-style-type: none"><li>1. Mobilization of project team members, including DAP management team, field supervisors, enumerators, encoder and statistician;</li><li>2. Pre-test of survey questionnaires;</li><li>3. Conduct of training for field supervisors and enumerators;</li><li>4. Conduct of survey in selected regions;</li><li>5. Encoding, analysis and interpretation of survey results;</li><li>6. Drafting of survey report;</li><li>7. Review and approval of project outputs by PCIC;</li><li>8. Conduct of project debriefing meeting;</li><li>9. Conduct of project closure meeting.</li></ol>
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Major Outputs:	1. Inception Report
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The inception report was drafted to reflect the agreements made during the inception meeting held last November, 2018. It included information regarding the project, particularly: background, objectives, scope, conceptual framework, methodology, activities and deliverables, implementation schedule, project coordination and management, and implementation arrangements.

#### 2. Survey Development Plan and Conduct of Survey

The project team came up with a survey development plan which specified the members of the survey teams to be deployed in the selected areas, including a directory of the addresses of the PCIC Regional Offices and their managers, focal person assigned by PCIC Head Office and their respective contact numbers.





The data gathering was first conducted last December 9 to 15, 2018 where identified teams for each region were simultaneously deployed to their assigned areas. The low turnout of farmer-respondents impelled certain teams to transfer to the satellite offices in order to meet the target number of respondents in their respective areas.

In order to achieve the target number of respondents, particularly in Region IV, another deployment was made last January 9 to 11, 2019 in Mindoro. The team for this survey was originally deployed in Pinamalayan, Oriental Mindoro based on the recommendation of the Region IV office. However, there were no farmers visiting the extension office at that time which constrained the team to transfer to Sablayan, Occidental Mindoro.

### 3. Presentation of Survey Results

Using the statistician's plan of analysis, the gathered data were computed. On February 1, 2019, the results were then presented to the PCIC officers and technical staff for their review.

The presentation included the review of project details such as objectives, scope and limitations of the study, sampling methodology and data gathering. The survey results were also discussed which comprised of the response rate and satisfaction index, both overall and by regions. The results per attributes were also presented as well as the satisfaction-importance matrix. The presentation concluded with the proposed outline for the survey report and the next steps to be taken after the meeting.

### 4. Draft Survey Report

Except for some minor clarifications, PCIC had no major concerns on the survey results. The survey report was then drafted using the proposed outline, which included the following: Executive Summary, Project Background and Objectives, Scope and Limitations, Framework and Methodology, Survey Results, Statistical Analysis, Conclusion and Recommendations and List of Annexes.

The discussion on survey results first presented the overall outcome of the computed gathered data.

The draft survey report was submitted to the PCIC for review on 15 February 2019.

### 5. Final Survey Report

The survey report was revised and finalized based on the comments sent by PCIC on 19 February 2019. The Final Survey Report was submitted on 26 February 2019, following the request of PCIC.



#### 6. Conduct of Project Closure Meeting

The project was formally closed on 15 March 2019 through the conduct of a project closure meeting which was attended by PCIC officers and technical staff and some of the DAP project team members. The agenda included the review of the contract vis-à-vis project deliverables; PCIC feedback on the implementation of the project; DAP recommendations for future surveys and other matters relative to the survey, i.e., remaining project activities or requirements, etc.

Mr. Allan Retamar found that the project was managed well as their preferred dates were followed given that their main concern was the timely delivery of the survey results. He also added that DAP was able to simplify the guidelines which allowed them to fully understand the requirements of GCG for 2018. Mr. Segundo Guerrero, Jr. also noted that field interview could be best suited for PCIC instead of holding the survey in their offices because it ensures candor in the answers given by the respondents.

The project officially ended on 15 March 2019.

#### Project Impact:

Through this project, the level of satisfaction of the PCIC customers as well as the attributes of service delivery which they find to be satisfactory was measured. This allows the PCIC to generate feedback from its customers in terms of service delivery and more importantly fulfil its mandates and functions. It was also able to determine the factors that affect the satisfaction and/or dissatisfaction of their customers, which, together with DAP's recommendations, can be used to further improving their policies in delivering their services.

#### Lessons Learned:

1. The official endorsement from the PCIC Head Office is important in ensuring the smooth conduct of the survey in the regional offices as some may raise concerns that should be addressed by the Head Office instead of the DAP Survey Teams. As such, is it best that official written endorsement at least two (2) weeks prior to the conduct of the survey.
2. While the questionnaires were translated in the dialects/languages spoken in the selected regions, conveying the statements proved to be challenging for some enumerators. This being the case, it is best to have enumerators who can actually speak the language/dialect in the region.
3. When tapping DSM staff, the process of transferring budget must be clear and well-coordinated, i.e., who must be the signatories, how can the budget be transferred, can DSM-OIC sign in the cash advances by merely charging the cash advances to the budget code?





4. During the survey, most of the participants came from the provinces or municipalities living near or in the place where the Regional Offices are located. It was found that most of the farmer-beneficiaries prefer to transact their businesses with the PCIC in the satellite offices located near their residences the same being convenient for them. Given this circumstance, the provincial extension offices of the PCIC Regional Offices may be considered when conducting the survey to ensure that the provinces belonging in the selected region is represented.
5. The survey was made simultaneously with the releasing of the checks which could affect the results of the survey since the farmers tend to comment positively about the PCIC. It is best that PCIC organize other activities that ensure the presence of their beneficiaries without compromising the integrity of their answers in the questionnaire.
6. The survey method provided by the GCG identified the target respondents for PCIC to be "farmers" The PCIC, however, broadly defines the said terminology to include fisherfolk. As such, there is a need for GCG to clarify the target respondents for the survey.

In addition, the intercept interview limits the participating respondents to walk-in clients which may not cover all the target respondents of the PCIC as may be required by the GCG. To ensure the participation of all the beneficiaries, face-to-face interviews may be suggested in conducting the surveys.

Also, some of the questions provided by the GCG do not generally apply to the target respondents (i.e., website). Questions that probe or that ask issues that matters to the farmers relative to the services provided by the PCIC are also necessary to be included to the questionnaire in order to provide a more meaningful result in determining the satisfaction or dissatisfaction of the customers. Consequently, there is a need to review the instruments provided by the GCG.

7. As the activity involves the satisfaction of the customers pertaining to the delivery of service of the PCIC, some of the officials in the regional offices tend to solicit the answers provided by the survey participants. In order to prevent such predicament, the teams should have a general statement in answering questions of the regional offices regarding the results of the survey.



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## V. Attachments

- One-Point Lesson
- Certificate of Project Closure

Prepared by:

  
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Noted / Approved by:

  
**Imelda C. Caluen**  
Center Head

### Notes:

1. Project details on Section I-III can be generated through PMIS based on PM's Inputs
2. Project Managers are required to accomplish Section IV and provide Section V to reflect results of project implementation.
3. Project Managers can update/adjust the pre-filled sections (I-III) based on actual data.