

**I. Project Information**

Project Code: CPRKB

Project Title: 2018 Customer Satisfaction Survey for the Philippine Deposit Insurance Corporation

Project Start: 28 December 2018

Project End: 31 May 2019

Project Price: P 1,353,044.00

Client Organization: Philippine Deposit Insurance Corporation - GOCC/GFI

**II. Project Team**

Project Manager: Rocio Isabel R. Paloma

Team Members: Joebert D. Sayson Kristine Ann C. Sindac

Evelyn E. Morales

Supervising Fellow: Gilbert E. Lumantao

Consultants/Resource Persons: Anjanette B. Boncodin, Thea Rica So, Ramoncito Cambel

**III. Project Details**Project Description:

The Philippine Deposit Insurance Corporation (PDIC), as the government institution primarily responsible for insuring deposits, adopts a quality policy that commits to "deliver world-class service to the depositing public". To achieve this, the PDIC employs a performance pledge that outlines standards in service delivery such as processing transactions with utmost efficiency, and valuing feedback as potential basis for streamlining and innovating systems and processes among others. Consistent with this performance pledge, the PDIC through its Public Assistance Department conducts a customer feedback survey to rate their services.

The PDIC commissioned the Development Academy of the Philippines (DAP) in 2015 to undertake a third-party review of methodology and conduct of the PDIC's Service Quality Feedback Survey for its Head Office Claims Settlement (HOCS) and Field Office Claims Settlement (FOCS) operations. Since then, the PDIC regularly conducts its customer satisfaction survey to measure the customer's insights on the organization's management and operations.

For 2018, GCG issued a supplemental guideline directing the GOCCs to adopt a standard methodology for the conduct of this year's assessment. GCG also identified who among the clients will be covered by the survey. For this year, GCG considered the bank depositors and member banks as the primary customers of PDIC to be part of the evaluation. Customer satisfaction has indeed been considered a core indicator in assessing performance and service quality of public organizations and corporations in the Philippines.

The PDIC continues its commitment of conducting annual performance evaluation as an opportunity to improve services and satisfy the expectations of their customers. It is in this context that the DAP, for its extensive experience in policy research and technical assistance for Philippine government and international agencies, is being commissioned again to provide consultancy services for the conduct of the 2018 Customer Satisfaction Survey of PDIC.

**Project Objectives:**

The 2018 Customer Satisfaction Survey for PDIC measured the level of satisfaction of customers on the claims settlement services and bank regulations. Specifically, the project:

1. Measured the satisfaction of PDIC's customers using the customized survey questionnaires prescribed by the GCG. The GCG identified the following as PDIC's primary customers: (1) individual customers or bank depositors and, (2) business organizations or member banks. Survey Protocol Guidelines will be formulated to aid in administering the 2018 customer satisfaction survey based on the issued GCG standard guidelines.
2. Determined the factors and relationships affecting the satisfaction of the primary customers. Through survey results, strengths and weaknesses of PDIC relative to the different aspects of service delivery will be identified. Further analyses will also be undertaken to explore and determine the possible sources of satisfaction.
3. Identified opportunities for improving customer satisfaction. Recommendations on how the survey will be conducted as well as the how PDIC claims settlement processes can be improved will be included in the final report.

**Thrust Areas:**

Project Type: Customer Satisfaction Survey

Regional Coverage: National Coverage

**IV. Project Accomplishments****Key Activities Implemented:**

1. Conduct of Inception Activities
  - Mobilization project team
  - Preliminary meeting between DAP and PDIC for expected outputs, key deliverables, timeframe of implementation and responsibilities
2. Formulation of Survey Guidelines and pilot-Testing of Survey Questionnaires
  - Review of GCG Standardized CSAT Guidelines to formulate protocol guidelines for the survey administration with bank depositors and member banks
  - Training session for PDIC's survey and engagement team
3. Data Gathering
  - Conduct of random on-site observation at the Public Assistance Center during pay-out operations
  - Conduct of telephone survey for member banks
4. Processing and Analysis of Results
  - Encoding and processing of survey responses
5. Submission and Finalization of Reports
  - Writing of 3<sup>rd</sup> and 4<sup>th</sup> quarterly reports detailing the research design, survey results, and recommendations for process improvement
  - Writing of Final Report

Major Outputs:

- 1) Inception Report
- 2) Survey protocol guidelines, pilot-testing of survey questionnaires, and training session
- 3) On-site observation and telephone survey for member banks
- 4) Encoded survey data and survey findings for bank depositors and member banks
- 5) Two quarterly reports for depositors' satisfaction survey and member banks' satisfaction survey report, and final customer satisfaction survey report

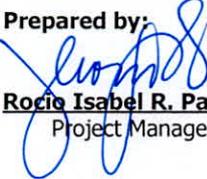
Lessons Learned:

- Since PDIC data gathering was scheduled for August to December (for bank depositors), the project should have started at least by June instead of December to give way to deliverables that must have been used for their conduct of the intercept survey. There were many adjustments done in between to ensure that output deadlines do not overlap and deliverables are not missed. The protocol guidelines that was supposed to be used prior to the conduct of the intercept survey was not maximized due to adjustments. Timeline is therefore as important as the deliverables.

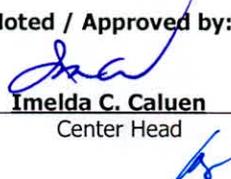
**V. Attachments**

1. Copies of Certificate of Project Closure and five (5) Certificate of Project Deliverable Accepted.

Prepared by:

  
**Rocio Isabel R. Paloma**  
Project Manager

Noted / Approved by:

  
**Imelda C. Caluen**  
Center Head

Notes:

1. Project details on Section I-III can be generated thru PMIS based on PMS Inputs.
2. Project Managers are required to accomplish Section IV & 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