



CENTER FOR GOVERNANCE

(Center)

2016 PROJECT ACCOMPLISHMENT REPORT

I. Project Information

Project Code: CPRDW
Project Title: CUSTOMER SATISFACTION SURVEY FOR PCIC
Project Start: 2015-10-19
Project End: 2016-02-19
Project Price: Php 1,420,507.20
Client Organization: PHILIPPINE CROP INSURANCE CORPORATION (PCIC)

II. Project Team

Project Manager: Aya Caraphina S. Abraham

Team Members: Jemima D. Landong
Angelito Presentacion C. Verzosa
Marjorie A. Fernando
Leslie L. Ramos
Mary Ann P. Datoy
Evelyn E. Morales

Supervising Fellow: Gilbert E. Lumantao

Consultants/Resource Persons: Vella Leonor V. Salazar
Kenneth Michael P. Datoy
Gerani D. Malijan
Edward F. Gacilan
Augustus Franco B. Jamias
Fernando L. Presno
Katrina C. Feliciano
Annalyn M. Verzosa
Thea Andrea P. Bravo
Sherman M. Valera
Honeyleen A. Loilo

III. Project Details

Project Description:

Created by the virtue of PD1467 (June, 11, 1978) and amended by RA 8175 (December 29, 1995), the Philippine Crop Insurance Corporation (PCIC), a government owned and controlled corporation (GOCC) and attached agency of the Department of Agriculture, is the implementing agency of the government's agricultural insurance program. Specifically, PCIC is tasked to:

- Provide insurance protection to qualified farmers and other agricultural stakeholders against losses of their crops and produce, including livestock, farm machineries and equipment, transport facilities and other related infrastructure arising from natural calamities, pests and diseases, and other perils beyond their effective control; and



CENTER FOR GOVERNANCE

(Center)

2016 PROJECT ACCOMPLISHMENT REPORT

- Provide innovative and client-responsive insurance packages and other services thru people's organization including farmer's cooperatives, agricultural lenders and service providers.

In 2014, PCIC has served 582,969 individual farmers and fisher folk under various insurance protection programs, and credit and life term packages, improving its performance by 58% compared to 2013. Though there was remarkable improvement in performance, PCIC acknowledges that the true measure of achievement is full satisfaction of customers. In fact, it has adopted a performance commitment that outlines standards in service delivery, such as processing of transaction with utmost efficiency and promptness, and using feedback mechanisms to further improve services. Along this line and in compliance with its 2015 Performance Scorecard, PCIC now seeks to undertake a customer satisfaction survey conducted by a third party.

It is in this context that PCIC requested for a proposal from Development Academy of the Philippines, with its extensive experience in policy research, technical assistance and conducting surveys, to present a proposal to conduct a Customer Satisfaction Survey.

Project Objective:

The project aims to support PCIC in measuring the level of satisfaction of their customers on programs and services of PCIC. Specifically, the project will:

1. Develop a standard survey methodology and questionnaire to objectively measure satisfaction of the customers in all PCIC areas.
2. Gather feedback of customers on PCIC programs and services.
3. Determine factors affecting the satisfaction and dissatisfaction of the PCIC's customers and translate the observations to recommendations for quality improvement.
4. Determine the overall satisfaction of customers to PCIC.

Focus Area: Customer Satisfaction

Project Type: Survey

Project Beneficiary: PCIC and insured farmers

Regional Coverage: National Coverage

IV. Project Accomplishments

Key Activities Implemented:

Project Mobilization and Preparation

- Client and Project Team Meetings
- Preparation of project mobilization documents

Tools Development

- FGD with PCIC officers
- Research
- Review of Internal Audit questionnaire
- Development of discussion guide
- Pre-test

Data Gathering

- Training of Field Enumerators



CENTER FOR GOVERNANCE

(Center)

2016 PROJECT ACCOMPLISHMENT REPORT

- Face-to-face survey in PCIC regional offices and 1 randomly selected municipality
- Submit Plan of Analysis

Analysis and Presentation of Survey Results

- Encode questionnaires
- Consolidation of survey results
- Analysis of survey results
- Presentation of draft survey report
- Write report

Project Closure

- Submission of Final Report

Major Outputs:

Inception Report, Questionnaire, Plan of Analysis, Draft Survey Results, Final Report

Project Impact:

1. Develop a standard questionnaire for PCIC that is aligned with GCG guidelines and can be use in all PCIC offices and covered municipalities.
2. PCIC learned the drivers of satisfaction and dissatisfaction of its customers
3. PCIC became aware on the level of satisfaction of customers as well as level of importance and expectation on the survey dimensions used. Hence, it will be easier for PCIC to identify priority areas.
4. The results of the survey could serve as baseline data for PCIC.

Lessons Learned:

- Consider to include local translation to the questionnaires
- Consider making the show cards colored
- Ensure that one member from the team can speak the local dialect. Hence, hire enumerators who can speak other languages like Bisaya
- Ensure that all field supervisors (FS) and enumerators were able to attend in the Training of FS and Enumerators
- The project team shall review revisions made on the questionnaire after the pre-test for finalization
- Schedule data gathering effectively by designating one team to travel in two nearby regions
- Directory of focal person and enumerators must be given to all FS
- If possible, there respondents for satisfaction and importance-expectation survey must be the same so that correlation can be made
- Format final report in a way that the client can easily understand; Make a uniform format for all CSat report

V. Attachments

- Certificate of Project Closure (for all completed projects)



development academy of the philippines

ISO 9001: 2008 Certified
CP-6450805573

CENTER FOR GOVERNANCE

(Center)

2016 PROJECT ACCOMPLISHMENT REPORT

Prepared by:

Aya Caraphina S. Abraham
AYA CARAPHINA S. ABRAHAM

Project Manager

Noted / Approved by:

Imelda C. Caluen 13 APR 2016
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