



Center for Governance

(Center)

[2016] PROJECT ACCOMPLISHMENT REPORT

I. Project Information

Project Code: CPRKA

Project Title: Review of Methodology and Conduct of the PDIC's Service Quality Feedback Survey

Project Start: July 16, 2015

Project End: February 28, 2016

Project Price: 499,016.00

Client Organization: Philippine Deposit Insurance Corporation

II. Project Team

Project Manager:

Joebert Sayson

Team Members:

Evelyn Morales

Ma. Czarina Krisha De Leon

Katrina Miradora

Aya Caraphina Abraham

Angelica Herico

Supervising Fellow:

Gilbert E. Lumantao

Consultants/ Resource Persons:

Angelica Lou Rasco

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". In addition, 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. Customers who avail of services at their main office, particularly for Claim Settlements, are covered by the survey. While the PDIC is also expanding the conduct of the customer feedback survey to its Field Operations Claims Settlement and Depositors Forum, it is also aiming to reach out to customers other than the depositors and to assess services other than the settlement of deposit insurance claims.

It is in this context that the Development Academy of the Philippines is submitting a proposal for the administration of the PDIC's customer satisfaction survey and the analysis of its results. It will include the review of the current survey methodology and submission of recommendations for further enhancement of the instrument.

Project Objective:

The project aims to aid PDIC in measuring the level of satisfaction of their customers on selected PDIC services. Specifically, the project will:

- 1) review and propose enhancements to the existing methodology and the survey questionnaire as a mode of conducting service quality feedback survey among PDIC's clients;
- 2) explore additional/complementary approaches and develop the necessary parameters and tools to objectively measure customer satisfaction given the peculiarities of PDIC's customers;



Center for Governance

(Center)

[2016] PROJECT ACCOMPLISHMENT REPORT

- 3) gather feedback from a wider base of clientele and determine the response rate that would be based on acceptable levels of statistical significance;
- 4) establish baseline data for 2015 on client satisfaction using enhanced methodology; and
- 5) recommend strategies and framework that will ensure the integrity of the survey process and enhance PDIC's capability to conduct the survey, analyze, and report the results.

Focus Area: Governance

Project Type: Research

Project Beneficiary:

Regional Coverage: National coverage

IV. Project Accomplishments

Key Activities Implemented:

Project team meetings, enhanced existing survey tool and administration, designed complementary survey methodology, pilot-testing of enhanced survey, administration of enhanced survey tool, encoding and analysis of data, report writing, presentation of results

Major Outputs:

Inception Report, Enhanced Survey Methodology, Complementary Survey Methodology, Training of PDIC Helpdesk Representatives, Five (5) Monthly Reports, Quarterly/Baseline Report, Terminal Report

Lessons Learned:

- Consider the scope of work vis-à-vis the project cost and make sure to minimize accommodation of requests that are outside the project agreement;
- Make robust statistical analysis by engaging the statistician at the beginning of questionnaire design; and
- Spread the workload to other employees of the office since almost all of the output was done by the project manager. It can be done by hiring additional people since that time the staff complement was not enough and the workload of employees were unbalanced.

Attachments

- Certificate of Project Closure

Prepared by:

Joebert D. Sayson
Project Manager

Noted / Approved by:

Imelda C. Caluen 26 JUL 2016
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