

**GUIDEBOOK FOR GOCCs**

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**ENHANCED STANDARD METHODOLOGY FOR  
THE CONDUCT OF THE CUSTOMER  
SATISFACTION SURVEY**

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## DEFINITION OF TERMS

TERMS	DEFINITION
Back-Checking	A quality control procedure involving subsequent re-contacting or revisiting respondents to check whether the interviews were conducted and completed and whether the responses recorded by the interviewer were consistent and accurate
Call Back	Process of calling or visiting a sampled respondent who is initially not available again to complete the survey
Clearing or Debriefing Sessions	Process of reconvening the survey team after the start-off to discuss clarifications, concerns, and challenges encountered during the first few days of data collection and agree on ways to address them moving forward
Code Frames or Codebook	Shows the categories that were formed from responses from open-ended questions; Contains the numeric data equivalents of verbal data which shall be used for the purpose of analysis
Computer-Assisted Personal Interview (CAPI)	A data collection method by an in-person interviewer (i.e. face-to-face interviewing) who uses a digital device (e.g. computer, tablet) to administer the questionnaire and capture the answers of the respondents
Cross-Tabulations	Pertains to the creation of a table showing two or more variables, with the categories of one variable distributed across the rows of the table, while the other variable is distributed down the columns
Customer Type	Pertains to a group or segment of customers classified based on specific characteristics Customer types have been pre-identified in <i>Annex A</i> .
Data Tables	Refers to set of tables which display the survey results Each tab resembles a spreadsheet with multiple rows and columns, wherein rows contain the answer categories for a given question and columns are the key variables for analysis.
Data Tabulation Specifications or Tab Specs or Tab Plan	Outlines all required tables, statistics and other; acts as a guide for the conversion of data into meaningful forms and results

TERMS	DEFINITION
Disproportionate Sampling	A sampling strategy wherein each subgroup is allocated with equal sample size or number of target respondents
Double-Encoding	<p>A quality control process wherein completed questionnaires are encoded by two different encoders</p> <p>After double-encoding the data separately, the two datasets will be automatically compared, and discrepancies will be verified and corrected accordingly to form a single dataset.</p>
Drop-Out Rate	Refers to the proportion of all eligible sample cases that were lost over the duration of the interview or over the duration of the study
ESOMAR	World Association of Opinion and Marketing Research Professionals (formerly European Society for Opinion and Marketing Research) is a membership organization representing the interests of the data, research and insights profession at an international level. While it started as a European association, ESOMAR is the global association for the industry, with members based in 130 countries. It provides ethical and professional guidance and advocating on behalf of its global membership community.
General Population	Refers to the general public and not a very specific type of population
Geocodes	Refers to a set of geographical coordinates corresponding to a location
Household	Defined in market research as the social unit consisting of a person living alone or a group of persons who sleep in the same housing unit and have a common arrangement in the preparation and consumption of food
Hybrid Data Collection or Mixed Data Collection	Refers to the use of two or more data collection methods
Inception Meeting or Kickoff Meeting	Pertains to the first meeting with the project team and the client of the project to discuss and define the base elements of the project (goals, scope, expectations) and other project planning activities
Kish Grid	<p>A method for selecting members within a household to be interviewed</p> <p>It uses a pre-assigned table of random numbers to find the person to be interviewed.</p>

TERMS	DEFINITION
Kruskal Analysis	<p>A statistical tool for measuring the power of attributes in driving a dependent variable</p> <p>The essential assumption behind the analysis is that variables which exhibit strongly similar patterns of response to some dependent issue (for example overall satisfaction) are causally linked. This analysis approach uses the concept of partial correlations, where the correlation between two variables is obtained when the effects of other variables are removed.</p>
Pen-and-Paper Interview (PAPI)	<p>A data collection method by an in-person interviewer (i.e. face-to-face interviewing) using a printed paper questionnaire where responses are recorded</p>
Pilot Test/Pre-Test	<p>A process implemented to dry-run the research instruments and determine problems that needed to be addressed prior to putting the data collection in full survey operations</p>
Proportionate Sampling	<p>A sampling strategy wherein the sample size or number of target respondents allocated for each subgroup is determined by their number relative to the entire population</p>
Primary Sampling Unit (PSU)	<p>Refers to sampling units that are selected in the first (primary) stage of a multi-stage sample</p>
Sample	<p>Pertains to the sub-population to be studied in order to make an inference to a reference population (a broader population to which the findings from a study are to be generalized)</p>
Sample Size	<p>Refers to the number of population members or cases that are included in the sample</p>
Sample Spots	<p>Refers to areas (usually barangays) that have been sampled and where the survey data collection will be conducted</p>
Spot Check	<p>A quality control procedure that involves going to the data collection area to check if: (1) interviewers did proper sampling; (2) proper skipping was implemented; (3) interviewers are indeed in the area covered by the study; (4) or interviewers are interviewing correctly, among others</p>
Systematic Random Sampling	<p>A type of probability sampling technique where there is an equal chance (probability) for all units within the population to be selected and be included in the sample</p>

<b>TERMS</b>	<b>DEFINITION</b>
Weights/Weighting	Refers to statistical adjustments that are made to survey data after they have been collected in order to improve the accuracy of the survey estimates: (1) to correct for unequal probabilities of selection that often have occurred during sampling; (2) to help compensate for survey nonresponse

## I. RATIONALE

Under GCG Memorandum Circular (M.C.) No. 2012-07 or the Code of Corporate Governance, GOCC Governing Boards are required to:

- (a) Ensure integrity and honesty in dealings with customers and operate a highly effective and efficient organization, focused on meeting customer objectives with the aim of providing services which give fair value and consistent quality, reliability and safety in return for the price paid for the same.<sup>1</sup>
- (b) Operate policies of continuous improvement, of both processes and the skills of the staff, to take best advantage of advances in all aspect of society in order to ensure that it continues to add value to its customers' businesses.<sup>2</sup>

To ensure GOCCs are able to satisfy these requirements, the GCG made it mandatory for GOCCs to conduct an annual Customer Satisfaction Survey (CSS) as one of the performance indicators under the Performance Evaluation System (PES)<sup>3</sup>, implemented pursuant to GCG M.C. Nos. 2013-02 (Re-Issued) and 2017-02. The CSS serves as one of the monitoring tools to measure how GOCCs relate with their customers as this provides tangible and verifiable data on how GOCCs deliver their services.

Anchored on the principle of continuous improvement, this enhanced standard methodology is issued to ensure that individual results of the GOCCs' CSS are comparable and can be consolidated to determine the overall customer satisfaction score of the GOCC sector. The enhanced guideline aims to ensure that GOCCs go beyond compliance and utilize the CSS in harnessing and determining vital data and information on customer satisfaction. Thus, the CSS will focus on identifying the overall satisfaction rating by determining how much of a GOCC's customers are satisfied as opposed to dissatisfied, and the factors that lead to both.

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<sup>1</sup> Section 37, GCG M.C. No. 2012-07

<sup>2</sup> Section 37, GCG M.C. No. 2012-07

<sup>3</sup> Performance Evaluation System Guidebook.

## II. DATA GATHERING METHODS

For purposes of the conduct of the annual CSS, three (3) quantitative data gathering methodologies will be used, which were deemed as the most efficient and effective way of reaching the GOCCs' customers during the survey fieldwork. The data gathering methodologies are as follows:

### A. Method A: Intercept Interview

The objective of the intercept interview is to gather on-site feedback from customers upon transaction with the GOCC. Intercept interviews are done by having trained interviewers positioned in either the office/branch of the GOCCs or the area where they operate, e.g. airports, ports, and train stations.

### B. Method B: Telephone Interview or Face-to-Face Interview

Telephone interview is the most efficient way of reaching customers who do not usually visit the offices/branches of the GOCCs. However, GOCCs may opt to use face-to-face interview depending on the convenience of the respondents.<sup>4</sup>

The respondents that will participate in the interview should come from the GOCC's list of clients (individuals, corporations, and non-profit organizations such as social enterprises and cooperatives). In using this methodology, GOCCs are reminded that complete contact information of the possible respondents including names and contact details are required.

### C. Method C: Door-to-Door Interview

Door-to-door interview is most efficient for customers of GOCCs with no contact details available or are not reachable via other means of communication. Thus, the best way to reach its customers is by visiting the respondents' homes. However, this assumes that the communities or areas where the customers reside can be properly identified.

GOCCs with different customer types may use a different data gathering method for each of its customer types (e.g. intercept interview for individual customers and telephone interview for business clients). Note, however, that this is the only instance which allows the use of hybrid data gathering method. **Hybrid data collection is not allowed for the same type of customer.**

In addition, the use of online survey tool/platform or self-accomplishment of the survey questionnaire (e.g. e-mail, postal mail, etc.) as data gathering method may also be used if the GOCC falls in any one of the cases below:

1. Limited budget for the GOCC to conduct personal interviews (i.e. door-to-door, intercept, telephone, face-to-face);
2. Respondents are top executives/managers in which securing an appointment is difficult; and

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<sup>4</sup> It shall be noted, however, that the two data gathering methods cannot be used in combination. For example, if the GOCC/third party decided to use telephone interview, it must be used consistently for all the respondents belonging to the same customer type.



3. The only available means of communication is through e-mail.

However, GOCCs that will use an online survey tool/platform for data gathering should present a comprehensive quality control measure to ensure the validity and reliability of data collected. The implementation of which should be supported by a detailed quality control report.

If the contracted third-party of a GOCC has its own online survey tool/platform, the use of this survey method is allowed, provided that the third-party provider will be able to present and submit a detailed quality control report.

Attached as **Annex A** is the list of data gathering method per GOCC.

In the implementation of the CSS, GOCCs are expected to hire a third-party provider to administer the survey, generate the data, and interpret the result. GOCCs are given the option to self-administer the survey but are reminded to **strictly** follow the guidelines provided below. GOCCs that will conduct the survey in-house should be able to present a comprehensive report on the procedures and processes undertaken during the administration of the survey, including but not limited to the quality control on data gathering (i.e. pre-test and spot checking). Moreover, **quality control/quality assurance (i.e. back-checking and double encoding), data analysis and data interpretation should be undertaken by a third-party** and comprehensive documentation on the matter should be presented as evidence of compliance.

### III. SAMPLING PROCEDURE

#### A. FOR INTERCEPT INTERVIEW

A systematic random sampling shall be utilized following the steps outlines below.

Step 1: Create a list of PSUs

Step 2: Identify the number of PSUs to cover

Step 3: Identify the population and sample size and distribute sample by sampling unit

Step 4: Compute for the sampling interval

Step 5: Determine the schedule of the survey

Step 6: Select the respondents using interval number

In case the GOCC has more than one venue where the survey can be conducted, the first step is to select which PSUs to cover. PSUs could be geographic areas, venues, offices, branches, stations, and other units of the GOCCs which customers frequent to avail of the GOCC's service/s.

Ideally, all PSUs should be covered but in consideration of time and budget constraints, PSUs can be grouped together accordingly to form one bigger

sampling unit (e.g. North Luzon branches, Mindanao branches). Sample size should be allocated proportionately or disproportionately into the PSUs.

Once the PSUs have been identified, the day of the week and the time of the day must be established prior to the conduct of fieldwork. The research schedule will be based on the best judgment of the researcher and should be agreed between the researchers and the GOCCs.

Researchers and GOCCs are reminded of the basic rule of spreading the day and time of the research schedule to ensure that all possible segments of the population are represented and that there is an equal chance for customers to participate in the survey.

The sampling interval number will be used to determine which of the customers will be invited to participate in the survey. For example, if the sampling interval number is 10, then every 10<sup>th</sup> customer will be asked to participate in the survey.

Note that for systematic sampling technique, aside from the sampling interval number, a random start number should also be identified.

In cases when the selected customer does not meet the required recruitment criteria or is not willing to participate in the survey, the field interviewers should continue with the interval scheme in identifying the next customer, until the required customer sample is met.

## **B. FOR TELEPHONE INTERVIEW OR FACE-TO-FACE INTERVIEW**

The selection of the respondents will be done through the systematic sampling technique using a customer list provided by the GOCC. The customer list must be complete with customer name and correct/updated contact details.

The procedure for systematic sampling technique for telephone interviews is as follows:

- Step 1: Create a contact list and identify population size
- Step 2: Clean, segment, and group customers based on how data is to be analyzed
- Step 3. Identify sample size
- Step 4: Compute for sampling interval number
- Step 5: Select the respondents using interval number
- Step 6: Contact respondents for the interview

Researchers should identify a sampling interval number. The sampling interval number will be used to determine which of the customers in the list will be invited to participate in the survey. For example, if the sampling interval number is 10, then every 10<sup>th</sup> customer in the list will be contacted

and invited. In doing so, the customers may get equal chance of getting selected to participate in the interview.

Note that for systematic sampling technique, aside from the sampling interval number, a random start number should also be identified.

In cases when the selected customer does not meet the required recruitment criteria or is not willing to participate in the survey, the interviewers should continue with the interval scheme in identifying the next customer, until the required customer sample is met.

The respondent may be interviewed instantly upon reaching him/her or an appointment may be set with the respondent. In the event that the customer is not available or cannot be reached, a maximum of two (2) callbacks will be made. If at the second callback, the customer is still not available or cannot be reached, the customer should be replaced by calling the next customer in the list, still following the interval scheme.

### **C. FOR DOOR-TO-DOOR INTERVIEW**

#### **1. With Customer Listing**

The selection of the respondents will be done through the systematic sampling technique using a customer list provided by the GOCC. The GOCCs should ensure that the customer list is complete with customer name, correct/updated contact details, and addresses.

The conduct of systematic sampling technique for door-to-door interviews with listing shall be guided by the following steps:

Step 1: Create a contact list and identify population size

Step 2: Clean, segment and group customers based on how data is to be analyzed

Step 3: Identify sample size

Step 4: Compute for sampling interval number

Step 5: Select the respondents using interval number

Step 6: Contact respondents for the interview

Researchers should identify a sampling interval number. The sampling interval number will be used to determine which of the customers in the list will be invited to participate in the survey. For example, if the sampling interval number is 10, then every 10th customer in the list will be contacted and invited. In doing so, the customers may get equal chance of getting selected to participate in the interview.

Note that for systematic sampling technique, aside from the sampling interval number, a random start number should also be identified.

In cases when the selected customer does not meet the required recruitment criteria or is not willing to participate in the survey, the interviewers should continue with the interval scheme in identifying the next customer, until the required customer sample is met.

The respondent may be interviewed instantly upon reaching him/her or an appointment may be set with the respondent. In the event that the customer is not available, a maximum of two (2) callbacks will be made. If at the second callback, the customer is still not available, the customer should be replaced by visiting or contacting the next customer in the list, still following the interval scheme.

## 2. Without Customer Listing (General Population)

For door-to-door interviews without listing, a multi stage sampling shall be employed, following the steps below.

Step 1: Select sample cities or municipalities

Step 2: Select sample spots

Step 3: Select sample households

Step 4: Selection of the sample adult using a Kish grid

Within each study area, cities/municipalities will be selected without replacement and with probability proportional to population size.

Once the cities/municipalities have been selected, the required number of spots will be distributed among the sample cities/municipalities. The determination of the number of spots must be roughly proportional to its population size. Each municipality must receive at least one spot.

In each sample city or municipality, the required number of sample spots or barangays will be randomly selected.

Spots or barangays should be classified into urban and rural. The following interval scheme by urbanity is recommended:

a. Interval of five (5) in rural barangays

b. Interval of ten (10) in urban barangays

In each sample spot map, interval sampling will be used to draw five (5) sample households. A starting street corner will be drawn at random. The first sample household will be randomly selected from the households nearest to the starting street corner. Subsequent sample households will be chosen using a fixed interval of nine (9) households in between the sampled ones and every 10<sup>th</sup> household will be sampled for urban spots while a fixed interval of four (4) households and every 5<sup>th</sup> household will be sampled for the rural spots.

In each selected household, a respondent will be randomly chosen among household members who are 18 years of age and older, using the equal

probability sample selection Kish grid. One (1) qualified male or female respondent will be randomly chosen from among all eligible/qualified respondents in the household.

In cases where no qualified respondent, the interval sampling of household will continue until five (5) sample respondents are identified.

The interval scheme indicated above should also be implemented in (a) replacing households; and (b) substitution of respondents.

## **Substitution**

Substitution of respondents (for selected respondents who are not available) will be done only after two (2) valid callbacks. Substitution will be made only with a respondent of the same socio-economic profile as the original one – same age group, socio-economic class, gender, working status and from within the same sample spot.

## **Urban-Rural Classification<sup>5</sup>**

A barangay is classified as urban if it meets any of the following:

1. It has a population size of 5,000 or more;
2. It has at least one establishment with a minimum of 100 employees;
3. It has five or more establishments with 10 to 99 employees, and five or more facilities within the two-kilometer radius from the barangay hall. The establishments include:
  - i. town/city hall or province capitol;
  - ii. church, chapel or mosque with religious service at least once a month;
  - iii. public plaza, park or cemetery;
  - iv. market place or building where trading activities are carried out at least once a week;
  - v. public building like school (elementary, high school, and college), hospital, puericulture or health center, or library;
  - vi. landline telephone system or calling station or cellular phone signal;
  - vii. postal service or public fire-protection service;
  - viii. community waterworks system or public-street sweeper; and
  - ix. seaport in operation.

A barangay which does not satisfy any of the criteria above is classified as rural.

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<sup>5</sup> The definition is based on the Philippine Statistics Authority's report on the urban population in the country, which provides information on the barangays classified as urban based on the 2003 (new) definition of urban areas. The new definition of urban areas was approved by the National Statistical Coordination Board through Resolution No. 9, series of 2003, on October 13, 2003. It is used in this report for the urban-rural classification of all barangays, except for the barangays in the National Capital Region which were all automatically classified as urban.

#### IV. DATA COLLECTION

##### A. RESPONDENT CRITERIA

Customers can be categorized as primary or secondary. Primary customers are those with direct economic transactions with the GOCC, while secondary customers are external customers who are or may be affected by the business of the corporation despite not directly engaged with the economic transactions of the GOCC. For this purpose, the survey instrument only covers primary customers.

Of the identified **primary customers**, the survey respondents should satisfy **at least one** of the criteria below:

- a. Current/on-going customers of the GOCC;
- b. Has a current/active account with the GOCC; or
- c. Had at least one transaction with the GOCC during the time of visit.

It is also crucial that the respondent criteria are time bound and the respondent/customer should have availed of the services of the GOCC within the year being evaluated.

The final criterion to be followed should be included in the screener portion of the questionnaire and should be clear among the interviewers to ensure that the respondents to be interviewed are eligible and responses will be relevant.

##### B. SAMPLE UNIVERSE

For data gathering methodologies which requires a list of customers (i.e. Telephone Interviews, Face-to-Face Interview, Door-to-Door Interview with Customer Listing), the sample universe should be provided to the researchers prior the conduct of the systematic selection.

The sample universe refers to the names of the customers with their telephone numbers (for telephone interviews) and addresses (for face-to-face and door-to-door interviews).

To ensure the confidentiality of the list, the researchers and all their partners should sign a Non-Disclosure and Confidentiality Agreement which contains the following items:

- a. The list should only be used for the purposes of this particular customer satisfaction survey and should not be shared with anyone who is not involved in the project.
- b. The masterlist should only be provided to the researcher who will be doing the systematic selection. All field interviewers should only be provided with the list of customers that they will be contacting.

- a. The list should be disposed of properly or returned to the GOCC. No copies of the list, be it printed or in soft copy formats, should be left with the third-party agency.

In order to eliminate bias, GOCCs should not inform their customers that a customer satisfaction survey will be conducted. Instead, GOCCs should provide a letter to the third party service provider stating the purpose for which the CSS is conducted and providing authority to the third party service provider to collect data on their behalf. The letter will be shown to the respondents before the conduct of interview proper. At the minimum, the official letter must contain the following:

- a. Information about the third-party agency and what they will be conducting;
- b. Purpose of the research;
- c. Invitation of customers to participate in the survey; and
- d. Assurance of confidentiality.

### **C. SAMPLE SIZE**

In practice, market researchers typically use a combination of rules of thumb, area coverage, and understanding of client's needs in terms of analysis and implementation when working out the sample size. Constraints on resources – budget and time – also set the limit on the sample size.

For the purpose of the CSS, the sample size is set depending on number of primary customers *per customer type*. The required sample size per customer type are as follows:

- a. 500 for nationwide coverage → MOE of +/-4.3% at 95% confidence level
- b. 300 for area-specific coverage → MOE of +/-5.6% at 95% confidence level
- c. 100 for customer type with small universe or when the number of the total primary customers is not enough to reach at least a sample size of n=300 for the survey → MOE of +/-9.8% at 95% confidence level

The results should only be read at the total level. No further breakdowns can be made as the sub-segment reads will not be conclusive due to a very small sample size.

- d. Total universe should be targeted as survey respondents for customer types with total primary customers of less than 100.
- e. At least n=100 should be targeted for each sub-segment (e.g. region, age, gender, etc.) for data to be analyzed, if needed → MOE of +/-9.8% at 95% confidence level



Note that the required sample size is considered as the minimum sample size.

To illustrate:

**Sample 1: GOCC A whose business has a nationwide coverage has both individual and business customers. The total number of individual customers is 10,000 and the total number of business entity customers is 8,000.**

*Required minimum sample size:*

Individuals: 500

Business Entities: 500

**Sample 2: GOCC B whose business has a nationwide coverage has both individual and business customers. The total number of individual customers is 10,000 and the total number of business entity customers is 10.**

*Required minimum sample size:*

Individuals: 500

Business Entities: 10

#### **D. FREQUENCY OF DATA COLLECTION**

In order to properly monitor the GOCC's customer satisfaction rating, the CSS has to be conducted **annually**. However, for GOCCs that observe seasonality (i.e. peak season and lean season), the survey should be conducted for **each season** as we can expect variations in company operations, customer behavior, among others, which may have an effect on the results of the survey.

**Except for intercept data gathering method**, GOCCs are allowed to conduct data gathering/survey until January of the succeeding year, provided that the Final Report and other supporting documents are made available by March.

#### **E. AREA COVERAGE**

Primary area coverage for the study depends on where the customers of the GOCCs can be contacted and interviewed. Essentially, it is where the PSUs are located such as geographic areas, venues, offices/branches, stations, and other units where we can get our sample.

## V. DATA COLLECTION INSTRUMENT

The quantitative study will make use of a structured questionnaire, which will ensure consistency all throughout the project and eliminate interviewer bias. This questionnaire ensures:

- More rigid style of interviewing;
- Presence of close-ended and open-ended questions;
- Highly structured way of questioning; and
- Assigned of numerical values to responses.

The length of the interview will be 15 minutes at the maximum, particularly for telephone interviews and intercept interviews, as lengthy interviews often result in higher refusal and drop-out rates.

For door-to-door interviews, a lengthier questionnaire can be accepted but the survey should not exceed 45 minutes.

The actual length of interview will be determined during the pre-test of the questionnaire. Should the questionnaire be longer than 15 minutes, the information coverage will be reviewed and checked for prioritization of questions.

The questionnaire is composed of three (3) sections:

- (a) Screener
- (b) Main questionnaire
  - Transacting with GOCC
  - Overall Satisfaction
  - Execution of Service
- (c) Socio-Demographic Profile

**Questions under the Main Questionnaire are fixed and may not be altered, modified, or deleted.** GOCCs may only add service or product specific questions, under Execution of Service section, without the need to secure prior authorization from the GCG.

A 5-point Likert scale shall be used for the overall satisfaction rating question that determines the level of satisfaction/dissatisfaction of the customers.

<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Neither Satisfied nor Dissatisfied</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>
5	4	3	2	1

Explanation of the scale should be read out to the respondents while showing them the showcard of the scale. This should be done before any of the rating

questions are asked. Interviewers should explain the scale repeatedly through the conduct of the survey until the respondent gets used to it. Below are the explanations of each point in the scale:

<p><b>Very satisfied</b></p>	<p>Performance of the GOCC meets and exceeds the needs and expectations, to the benefit, of the customer. The service was provided with few minor problems or none at all. If there were few minor problems, a corrective action might have already taken place which is deemed highly effective.</p>
<p><b>Satisfied</b></p>	<p>Performance of the GOCC meets the minimum expectations of the customer. The service was provided with few minor problems or none at all. If there were few minor problems, a correction action might have already taken place which is deemed highly effective.</p>
<p><b>Neither Satisfied nor Dissatisfied</b></p>	<p>This is the midpoint in which the respondents cannot truly pick a side in the spectrum. However, this does not mean that the respondent has no opinion or does not know. Performance of the GOCC neither meets nor doesn't meet the minimum expectations of the customer.</p>
<p><b>Dissatisfied</b></p>	<p>Performance of the GOCC does not meet the minimum expectations of the customers. There are a number of elements or aspects in the GOCC's customer service that reflects a problem for which the GOCC has not yet identified corrective actions. If there were corrective actions, then the action is perceived by the customer as ineffective or has not been fully implemented to be effective.</p>
<p><b>Very Dissatisfied</b></p>	<p>Performance of the GOCC does not meet most or did not meet any of the expectations of the customers. There are a number of elements or aspects in the GOCC's customer service that reflects a serious problem for which the GOCC has not yet identified corrective actions. If there were corrective actions, then the action is perceived by the customer as very ineffective or has totally been disregarded.</p>

## **VI. DATA COLLECTION QUALITY CONTROL**

To be able to ensure that the data gathered from the CSS is of highest quality possible, the following quality control procedures should be set in place:

### **A. PRE-TEST**

A pre-test shall be conducted to test the instrument in an actual respondent/scenario to:

- a. Ensure clarity and comprehension;
- b. Check for bias;
- c. Assess interview length; and
- d. Anticipate possible issues on field and agree on resolutions prior the training proper.

#### **Documents Needed:**

- a. Survey Instrument
- b. Stimulus Materials

#### **Deliverables to be Submitted:**

- a. Pre-test Results – GOCCs are required to pre-test at least three (3) to five (5) respondents for each customer type, depending on the size of its population/customer base. For GOCCs with a small customer base ( $n < 100$ ), at least one (1) respondent per customer type is acceptable.
- b. Pre-test Report – The report documents the issues, challenges and other insights and relevant observations gathered during the pre-test. It contains document agreements/resolutions agreed upon during the pre-test discussion between the GOCC and third-party service provider.

### **B. TRAINING**

Training is given to team members, specifically the field team to:

- a. Give an overview of the project, its design and objectives;
- b. Train on sampling procedure and selection of respondents;
- c. Brief on the questionnaire administration;
- d. Practice skipping and routing of questions; and
- e. Do mock interviews amongst themselves to familiarize themselves with the questions and to test their comprehension of the instructions.

#### **Documents Needed:**

- a. Survey Instrument

- b. Stimulus Materials
- c. Training Manual

**Deliverables to be Submitted:**

- a. Training Report – The training report documents the issues, challenges and agreements/instructions relayed during the briefing.

**C. OBSERVATION**

Researchers and/or team leaders should observe and conduct start-off within the initial days of fieldwork to monitor if the sampling procedures are well-understood and to check if the questionnaire is implemented properly.

The first set of accomplished questionnaires will also be checked by the team leader or supervisor and/or researcher to check for consistency and proper filling-up of the questionnaires (for PAPI only).

Clearing/debriefing sessions should be conducted, as the need arises, in order to clarify pending questions and provide additional instructions to the field team.

**Documents Needed:**

- a. Survey Instrument
- b. Stimulus Materials

**Deliverables to be Submitted:**

- a. Observation Report
- b. Clearing/Debriefing Report

**D. SUPERVISION AND SPOT CHECKING**

**Spot Checking**

Spot checking involves going to the data collection area to check among others if: (1) interviewers did proper sampling; (2) proper skipping was implemented; (3) interviewers are indeed in the area covered by the study; (4) or interviewers are interviewing correctly.

**Supervision**

A field manager will ensure the proper field implementation of study content and distribution and scheduling of visit.

The field manager shall also be responsible for the conduct of training of interviewers, assisted by field supervisors who will supervise the interviewers together with the group leaders.

Supervisors will be tasked to monitor the study full-time. They will observe actual interviews, follow-up and do surprise checks on the research team.

Supervisors will observe at least 30% of the total sample size. They will also ensure that field logistics are received promptly and administered properly

**Deliverables to be Submitted:**

- a. Supervision/Observation/Spot Checking Report
- b. Fieldwork Progress Report

**E. BACK-CHECKING**

Back-checking is the subsequent re-contacting or revisiting respondents to check whether the interviews were conducted and completed and whether the responses recorded by the interviewer were consistent and accurate. As a standard, at least 30% of the total sample size should be back-checked. A combination of phone and in-person back-checking should be done.

**Deliverables to be Submitted:**

- a. Back-Checking Report
- b. For CAPI surveys, report on automated checks which will contain the following information:
  - i. Schedule of Automated Checks Conducted
  - ii. Checking of Administrative Variables to Monitor Data Quality
    - Total Completed Output per Interviewer versus Sample Size
    - Total Output/Productivity per Day
    - LOI Checks
    - Interview Gap between Successive Interviews
    - Areas/Spots Covered per Day
    - Interview Done in Odd Hours
    - Geocodes
    - Duplicate Contact Information
  - iii. Interviewing Issues
    - Audio Recording Problem
    - Administration Problems
    - Non-responses
    - Response Patterns

As part of the ESOMAR codes and guidelines, the identity of the respondents will be kept confidential from the GCG and the GOCCs. If there is a

requirement from the GCG or the GOCC to reveal the identity of the respondents, the consent of the respondents will be sought for. It should be noted that the information on the identity of respondents will only be limited to their addresses/locations. However, if the respondents want to keep their locations/addresses confidential and detached from the survey results, this will be adhered to by the researcher.

## **VII. DATA PROCESSING**

### **A. FOR PEN-AND-PAPER INTERVIEW (PAPI)**

#### **1. Field Editing**

After every data collection day, the field interviewers are to go over their work in order to ensure completeness of data. All accomplished instruments will be submitted to the assigned group supervisor. The group leaders/field supervisors will be the one to check the completed outputs before the field team leaves the location. Field supervisors will conduct a final consistency check on all outputs prior to coding of responses by trained coders.

#### **2. Coding**

Open-ended questions in the questionnaire will be coded, and code frames will be created to facilitate processing of data.

#### **3. Data Encoding/Entry**

Once the questionnaires have been cleared and coded, these will be sent over to the data encoders for data entry.

A data entry program will be used during data encoding to verify and conduct consistency checks on the encoded data. The data capture program can incorporate validation/cleaning filters to screen valid and invalid answers based on the consistency checking of the questionnaire.

Depending on the complexity of the questionnaire, fifty percent (50%) or one hundred percent (100%) of each data encoder's work will be re-encoded to ensure accuracy of data entry. After double-encoding the data separately, the two datasets will be automatically compared, and discrepancies will be verified and corrected accordingly to form a single dataset.

#### **4. Data Processing**

Once data has reached zero error, data will be prepared for table processing. Data tabulation specifications or tabspecs will be developed by the researcher, for approval of the GOCC, as reference of the data processing team. The tabspecs will include the following key details:

- a. List of tables with table titles and base descriptions;
- b. Segments to be read in the table banners/headers;
- c. Stubs or list of responses;
- d. Formatting of the tables;
- e. Filters/logic checks; and
- f. Weights computation (for disproportionate sampling).



The data table processing will involve descriptive statistics and several cross-tabulations, depending on the data requirements.

All tables will also undergo statistical tests for groups to measure the variance among the existing groups/segments in the sample. This significance testing should be done at 95% confidence level, but may be at 90% confidence level, depending on the questions that we are testing for significance.

## **B. FOR COMPUTER-ASSISTED PERSONAL INTERVIEW (CAPI)**

### **1. Transfer of Data**

Interviewers are instructed to sync or upload data to the server on a daily basis before 10PM to help monitor fieldwork progress every morning.

### **2. Data Extraction**

Interim data shall be extracted and submitted within the first full week of data collection to have an initial review of the data, to check for completeness, accuracy of skipping and logic checks programmed in the survey, and other issues affecting quality of data collection. Data will also be extracted regularly to check for the survey progress and will be forwarded and be used by the quality control team as basis for the spot checking and for the quality control measures highlighted in Part VI: Data Collection Quality Control.

After fieldwork completion, the complete dataset will be extracted for final validation and cleaning prior to processing.

### **3. Data Processing**

Once data has reached zero error, data will be prepared for table processing. Data tabulation specifications or tabspecs will be developed by the researcher, for approval of the GOCC, as reference of the data processing team. The tabspecs will include the following key details:

- a. List of tables with table titles and base descriptions;
- b. Segments to be read in the table banners/headers;
- c. Stubs or list of responses;
- d. Formatting of the tables;
- e. Filters/logic checks; and
- f. Weights computation (for disproportionate sampling).

The data table processing will involve descriptive statistics and several cross-tabulations, depending on the data requirements.

All tables will also undergo statistical tests for groups to measure the variance among the existing groups/segments in the sample. This significance testing should be done at 95% confidence level, but may be

at 90% confidence level, depending on the questions that we are testing for significance.

## VIII. ANALYSIS PLAN

The analysis plan will serve as the basis for the preparation of the Final Report. The results shall be analyzed looking into the following segments, as may be applicable:

- Total
- By Customer Type
  - General Public/Individual Customers
  - Businesses/Organizations
- By Area (depending on the sample area coverage)
  - Total Luzon
  - Total Visayas
  - Total Mindanao
- By Region or Key City
- By Type of Service Availed
- By Rating
- Drivers of Satisfaction (derived importance)

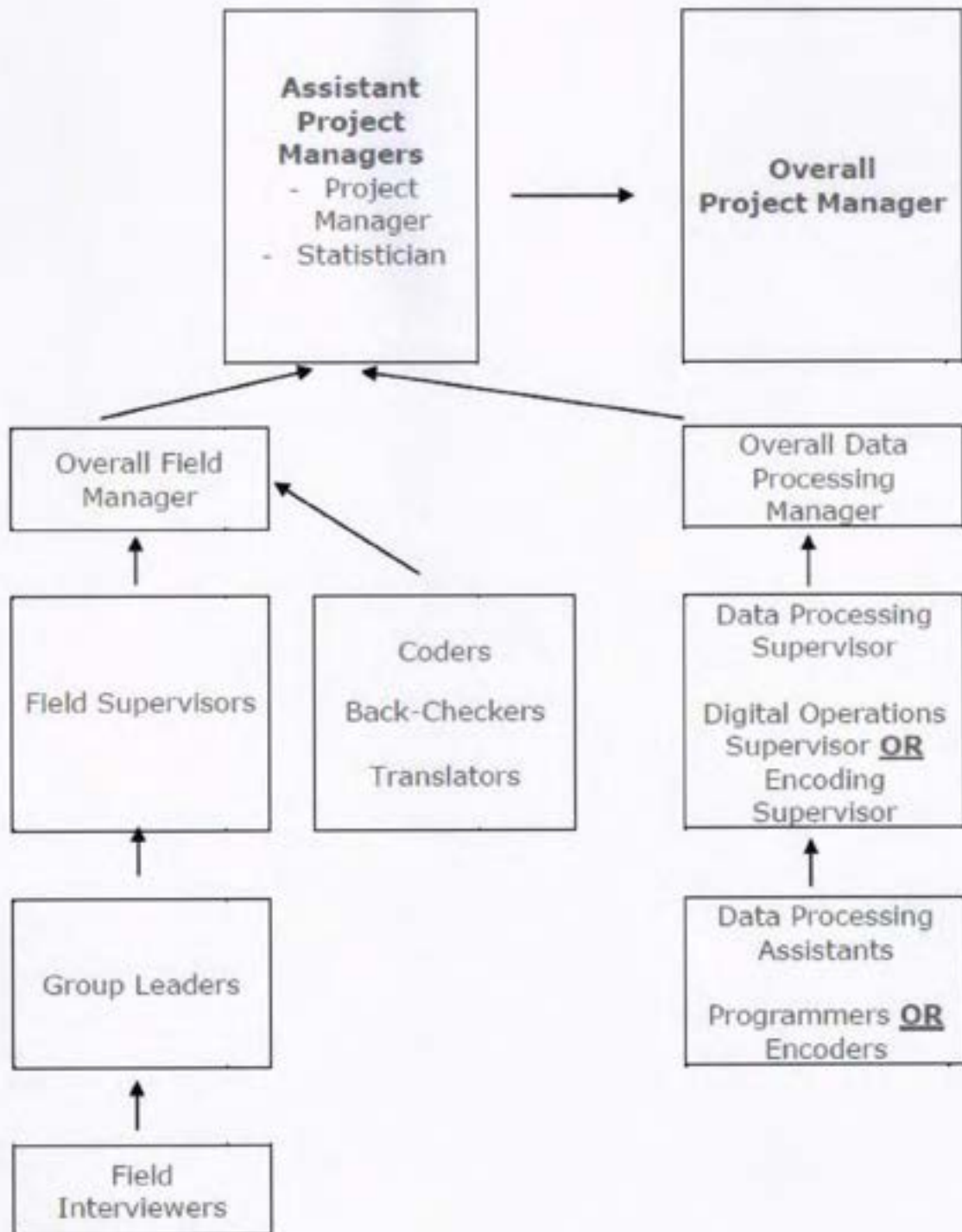
Depending on customer type, the following demographic segmentation may also be looked into:

- General Public/Individual Customers
  - Gender
  - Age/Age Group
  - Working Status
  - Educational Attainment
  - Civil Status
- Businesses/Organizations
  - Type of Business
  - Industry
  - Products
  - Business Size
  - Number of Employees
  - Revenue
  - Year of Establishment
  - Position in the Organization (respondent)
  - Years in the Organization (respondent)
  - Decision-Making Role in the Organization (respondent)

The above segments should only be read if sample size allows or if sub-segments are  $n \geq 100$ . If the GOCC's total sample size is  $n < 100$ , it can only be read at a total level.

## IX. PROJECT TEAM

The third-party service provider to be contracted by the GOCC is recommended to follow the structure below, to promote an organized and efficient working environment.



The table below provides the **minimum** prescribed task per project team member:

<b>Position</b>	<b>Number</b>	<b>Task</b>
Overall Project Manager	1	<p>Oversees all activities of the study from start to finish ensuring that project objectives are realized</p> <p>Monitors the operational details of the survey and work closely with field and data processing departments in meeting client expectations</p> <p>Should be present in major meetings and trainings</p> <p>Should approve the questionnaire, tabulation specifications and report draft</p> <p>Presents the findings to the GOCC</p>
Assistant Project Manager Statistician/Assistant Project Manager	2	<p>Assist the Overall Project Manager in monitoring the survey and following through to completion</p> <p>Should be present in all meetings and trainings</p> <p>Prepares the fieldwork materials (i.e. questionnaire and other stimulus), data specs, and report</p> <p>Conducts statistical analysis on the data</p>
Field Manager	1	<p>Oversees all fieldwork activities of the study from start to finish ensuring that project objectives are realized</p> <p>Monitors the field operational details of the survey and work closely with research and data processing department in meeting client expectations</p>
Data Processing Manager	1	<p>Oversees all data processing activities of the study from start to finish ensuring that project objectives are realized</p> <p>Monitors the data processing operational details of the survey and work closely with research and field department in meeting client expectations</p>

<b>Position</b>	<b>Number</b>	<b>Task</b>
Field Supervisors	Depends on Area Coverage; At Least 1 per Major Area	Supervise during field activities (recruitment, interviews, etc.)
Data Processing Supervisors	2	Assists the Data Processing Manager in data processing related activities (programming, finalization of the script, checking of data completion, data processing and data cleaning)
Programmers/Scripters (including checker)	2	Programs the survey instruments into a survey link or an encoding script
Data Processing Assistants (including checker)	2	Checks completion, process the data
Group Leaders	At Least 1 for Every 5 Interviewers	Assists the field supervisors in field monitoring
Field Interviewers	Depends on the Sample Size; Maximum Number of Interviews per Interviewer should only be 15% of the Total Sample	Conducts the interviews/data collection
Coders	Depends on the Number of Questions to be Coded	Codes verbatim responses
Field Quality Checkers/Back-Checkers	Depends on the Sample Size; Should be able to Back-Check at least 30% of the Total Sample Size	Checks quality and validity of the interviews/outputs

For GOCCs conducting the survey internally, the following tasks should be assigned **exclusively** to a person, at the minimum:

Position	Task
Project Manager	Oversees all activities of the study from start to finish ensuring that project objectives are realized Prepares the fieldwork materials (i.e. questionnaire and other stimulus) and data specs Conducts statistical analysis on the data Responsible for analysis and report preparation Presents results
Assistant Project Manager	Assists the Project Manager in the implementation of the survey
Field Interviewers	Conducts the interview/data collection
Data Encoder	Encodes completed questionnaires
Data Processor/Tabulator	Processes/tabulates the encoded data
Quality Checker	Checks quality and validity of the interviews/outputs

## X. STATUS REPORTS AND DOCUMENTS FOR SUBMISSION

As a monitoring mechanism, GOCCs are required to submit a status report on the CSS activity as part of the Quarterly Monitoring Report for its annual Performance Scorecard. Accordingly, the following documents are required to be submitted to support status update as reported:

Activity	Document for Submission	Due Date
Pre-test	Survey Instrument Stimulus Materials Pre-Test Results Pre-Test Report	Quarterly Monitoring Report
Training	Survey Instrument Stimulus Materials Training Manual Training Report	Quarterly Monitoring Report
Project Kick-off/Start-off	Survey Instrument Stimulus Materials Observation Report Clearing/Debriefing Report	Quarterly Monitoring Report
Project Implementation	Supervision/Observation Report Fieldwork Progress Report	Quarterly Monitoring Report
Back-checking and Spot-checking	Back-Checking and Spot Checking Report	Quarterly Monitoring Report
Data Processing	Spot Checking Report for Data Processing Data Quality Control Report	Annual Accomplishment Report
Analysis	Final Report	Annual Accomplishment Report

The following analyses are the **minimum** required information to be presented in the Final Report:

- a. Data Gathering Methodology (i.e. sampling procedure, total primary customers, sample size used, survey methodology, frequency of data collection)
- b. Percentage of Satisfied Customers using Top 2 Box (Very Satisfied and Satisfied)
- c. Averaging of the Overall Satisfaction Rating
- d. Comparison of Current Year Ratings versus Previous Year Ratings



- e. Crosstabs of the Reasons for Overall Satisfaction Rating against Type of Raters (Positive and Negative) to Determine Top Reasons for Satisfaction and Top Reasons for Dissatisfaction

f. **Deriving Importance**<sup>6</sup>

*Correlation*

Derived importance may be determined by correlating the satisfaction levels of each attribute (independent variable) with the overall satisfaction rating (dependent variable), as well as other critical performance metrics. The higher the correlation, the higher the influence a particular attribute has on overall satisfaction, and hence, the more important it is.

*Kruskal Analysis*

The **Modified Kruskal Analysis**, a tool for measuring the power of attributes in driving a dependent variable, may also be used to determine derived importance. The assumption behind the Kruskal Analysis is that variables which exhibit strongly similar patterns of response to some dependent variable, such as overall satisfaction, are causally linked to them.

The analysis approach uses the concept of *partial correlations*, where the correlation between two variables is obtained when the effects of other variables are removed. The key argument for using such procedure would reduce the impact of collinear variables and provide more robust estimates.

g. **Plotting in a Scatter Diagram**

To determine where attributes will fall under, derived importance score per attribute (coefficient percentage of each variable) can be plotted against satisfaction score per attribute (either mean rating or percentage giving it a high rating) in a scatter diagram. The scatter diagram will be divided/sectioned by getting and crossing the mean scores of each of your axis. See illustration below:

Attributes	Derived Importance	Average Performance Score
Staff Courtesy	19	4.83
Prompt Service Delivery	9	4.52
24/7 Support Line	9	4.91
Online Support	10	4.34
Staff Competency	9	4.24
Office/Service Area Cleanliness	6	4.17
Trustworthiness	8	3.85
Reasonable Fees	7	4

<sup>6</sup> Not applicable to customer types with sample size of n≤30.

Attributes	Derived Importance	Average Performance Score
Accessible Service Areas	11	4.96
Staff Professionalism	13	4.3
<b>Mean</b>	<b>10</b>	<b>4.41</b>



There will be four boxes in this scatter diagram, where attributes will be plotted:

- Important and high rated → **CORE STRENGTHS** to **maintain** and **communicate**
- Important but low rated → **CRITICAL GAPS** to **focus** on for **improvement**
- Not important but high rated → **SECONDARY ATTRIBUTES** to **maintain** and **support**
- Not important and low rated → **LOW IMPACT ATTRIBUTES** to **monitor**