



## CENTER FOR GOVERNANCE

(Center)

### 2017 PROJECT ACCOMPLISHMENT REPORT

#### I. Project Information

Project Code: CPRWM  
Project Title: CUSTOMER SATISFACTION SURVEY FOR PCSO  
Project Start: 2017-01-02  
Project End: 2017-06-30  
Project Price: Php 1,774,757.60  
Client Organization: PHILIPPINE CHARITY SWEEPSTAKES OFFICE (PCSO)

#### II. Project Team

Project Manager: Aya Caraphina S. Abraham

Team Members: Angelica Herico  
Roxanne Tabor  
Ma. Czarina De Leon  
Stephanie Azarcon  
Jose Mikhail Perez  
Dominique Reario  
Kristin Sindac  
Katja Mandocdoc  
Andrea Conopio  
Evelyn E. Morales

Supervising Fellow: Gilbert E. Lumantao

Consultants/Resource Persons: Vella Leonor V. Salazar  
Kenneth Michael P. Datoy  
Fernando L. Presno  
Honeyleen A. Loilo  
Gina V. Atienza  
Rowena C. Bauzon  
Ma. Nadia S. Villanueva  
Nor-en B. Lambac  
Riz Ivan B. Velasquez

#### III. Project Details

##### Project Description:

The Philippine Charity Sweepstakes Office (PCSO), as the government institution primarily responsible for raising and providing for funds for health programs, medical assistance and services, and charities of national character, commits to a responsive and efficient fund provision for health and charitable programs of the government and an efficient and decentralized charity services and customer care (Philippine Charity Sweepstakes Office, 2015). Consistent with this, the PCSO through its Charity Assistance Department (CAD), administers a client feedback survey to elicit the applicants'



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overall satisfaction with and suggestions for the Individual Medical Assistance Program (IMAP). Through the expertise of the DAP, the PCSO was able to enhance the existing survey and align it with the Governance Commission for GOCCs' (GCG) Performance Evaluation System (PES) Guidebook.

#### **Project Objective:**

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

1. Review and propose enhancements to the existing IMAP survey questionnaire;
2. Develop a survey questionnaire measuring the satisfaction of PCSO prize claimants;
3. Gather feedback from a wider base of clientele by administering the survey at the head office, extension offices, and regional offices;
4. Determine factors affecting the satisfaction and dissatisfaction of the PCSO's customers and translate the observations to recommendations for quality improvement.

Focus Area: Customer Satisfaction

Project Type: Survey

Project Beneficiary: PCSO 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 PCSO officers
- Research
- Review of existing IMAP survey questionnaire
- Development of discussion guide
- Pre-test

##### **Data Gathering**

- Training of Field Enumerators
- Face-to-face survey in PCSO Offices
- 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

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Major Outputs:	Inception Report, Questionnaire, Plan of Analysis, Tools Development Report, Final Report
Project Impact:	<ol style="list-style-type: none"><li>1. Develop a questionnaire for PCSO prize claimants that is aligned with GCG guidelines</li><li>2. PCSO learned the drivers of satisfaction and dissatisfaction of its customers</li><li>3. PCSO became aware on the level of satisfaction of customers as well as level of importance on the survey dimensions used. Hence, it will be easier for PCSO to identify priority areas.</li><li>4. The results of the survey could serve as baseline data for PCSO prize claims.</li></ol>

**Lessons Learned:**

- Consider crafting a self-accomplished questionnaire for prize claims that can be administered by PCSO personnel since the volume of prize claimants is unpredictable
- 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.
- Schedule data gathering effectively by assigning one team to travel in nearby offices
- Enumerators must strictly adhere to the scheduled flight. No request on rescheduling for their convenience shall be considered.

**V. Attachments**

- Certificate of Project Closure (for all completed projects)

**Prepared by:**

**AYA CARAPHINA S. ABRAHAM**  
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