



Center for Governance

(Center)

2023 PROJECT ACCOMPLISHMENT REPORT

I. **Project Information**

Project Code: CPRFF

Project Title: 2022 Customer Satisfaction Survey for the Sugar Regulatory Administration

Project Start: 01 August 2023

Project End: 31 December 2023

Project Price: PhP 1,260,000.00

Client Organization: Sugar Regulatory Administration (SRA)

II. **Project Team**

Project Manager: Hilary Martinez

Team Members: Gabrielle Marie Allarey, Nivea Jane C. Urdas, Gianna Francesca M. Catolico, Girlie Anne G. Miradora, and Eliza Salud C. Galang, Imelda C. Caluen

Supervising Fellow: Gilbert E. Lumantao

Consultants: Ramoncito G. Cambel, Jenny Lyn E. Adolfo, Analyn O. Larot, Mary Rose M. Perin, Gerardo S. Cruz, Danielle-Lyn Navarro, Jonnalyn P. Flores, Martha P. Parreñas, and Prince C. Cesar

III. **Project Details**

Project Description:

The Sugar Regulatory Administration (SRA), created under Executive Order No. 18 s. 1986, is a Government-Owned and Controlled Corporation (GOCC) and an attached agency of the Department of Agriculture. Its mandate is to promote the growth and development of the sugarcane industry in partnership with the private sector by providing regulatory and extension services, as well as research and development technologies to stakeholders to ensure the economic viability of cane and sugar production and maintain a stable, sufficient supply of quality cane and sugar in the country.

Memorandum Circular 2013-02 of the Governance Commission of GOCCs (GCG) mandated the participation of the public in the evaluation of the performance of government-owned and controlled corporations (GOCCs). Along this line, the GCG required all GOCCs to adopt and conduct a third-party customer satisfaction survey.

The SRA recognizes the need to conduct a customer satisfaction survey to measure its customers' insights on the organization's management and operations, as well as to monitor the performance of its terminals in terms of satisfying their needs. It is in this context that SRA sought the assistance of the Development Academy of the Philippines (DAP), with its extensive experience in policy research and technical assistance for the Philippine government and international agencies, to administer its customer satisfaction survey this year.



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Project Objectives:

The 2022 Customer Satisfaction Survey for the Sugar Regulatory Administration (SRA) aims to determine the level of satisfaction of its primary customers (i.e. independent farmers, sugar millers, refiners, and licensed traders, among others) on the quality of services offered to them and evaluate the agency's responsiveness to their needs and concerns. Specifically, the survey aims to:

1. Measure the overall level of satisfaction on identified service delivery attributes of SRA;
2. Determine the factors that affect SRA customer's satisfaction and dissatisfaction; and,
3. Identify recommendations for service delivery improvements

Focus/Thrust Areas: Transformational & Innovation towards performance excellence.

Project Type: Technical Assistance

Project Beneficiary: Public Sector

Regional Coverage: Nationwide

IV. Project Accomplishments

Key Activities Implemented: Client Meeting, Project Team Meetings, Orientation for Field Interviewers/ Phone Interviewers/Encoders and Back-Checkers, Team Debriefing Meeting, Data Gathering, Presentation of Results and Report Writing

Major Outputs: Inception Report, Tools Development/Enhancement Report, Interim Report, and Final Report


Project Impact: Improved service delivery of SRA

Lessons Learned: (1) Communicate with the client the possible consequences of the delayed provision of the validated list for enumeration in the overall project timeline; (2) Recommend clients to conduct regular updating of contact information of clients; and (3) Request additional staff to assist in the real-time monitoring/ checking of outputs submitted by phone interviewers to ensure the quality of responses.


V. Attachments

- Certificates of Project Deliverable Accepted
- Certificate of Project Closure

Prepared by:


Hilary Martinez
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

ONE-POINT LESSON

Project	2022 Customer Satisfaction Survey for the Sugar Regulatory Administration (SRA)
Prepared by	Hilary Martinez
Noted by	Imelda C. Caluen
Center	Center for Governance
Date Prepared:	January 31, 2024
File number	

Subject/Activity: Communicate with the client the possible consequences of the delayed provision of the validated list for enumeration in the overall project timeline.

What happened? (State the problem and what was done)	What should have been done? (Recommended corrective and preventive action)
<p>Problem:</p> <p>Despite communicating the need for a timely clean and validated list of customers during the preliminary meeting, the SRA PMT encountered delays in the provision of the list of contacts, especially for the farmer's customer segment resulting in almost 2-months of delay in the data collection.</p> <p>Based on email exchanges and conversations over phone calls between the DAP and SRA PMT, the SRA Field offices took time in validating their existing client contact information, especially for Farmers.</p> <p>What was done?</p> <ul style="list-style-type: none"> • The DAP PMT communicated the potential delays in the overall timeline given the delays over the phone and email correspondences. • The PM sent several follow-up emails up on the additional list for the survey; • The team provided options/ alternatives to SRA PMT such as providing a partial list of SRA clients for the purpose of implementing the pilot test of the enhanced questionnaires. As for the list of Farmers, the DAP PMT also opened the possibility of using the initial list of Farmers to expedite data collection. • The DAP PMT hired additional phone interviewers to expedite the data collection. • In terms of deliverables, the DAP PMT also ensured fast turnaround time to ensure the timely delivery of the reports and absorption of the delays for compliance. 	<ul style="list-style-type: none"> • ensure that the client has already prepared the list of clients prior to contracting of the project, • Communicate with client the potential repercussions of the delays in the provision of list and the project timeline.

Subject/Activity: Recommend clients to conduct regular updating of contact information of clients.

<p>What happened? (State the problem and what was done)</p>	<p>What should have been done? (Recommended corrective and preventive action)</p>
<p>Problem:</p> <p>For the phone interviews, several contact details were not updated/ not provided from the client's end. This took time to validate eventually leading to delays in the data collection. In addition, respondents on the list contained duplicate numbers and contact persons.</p> <p>What was done?</p> <ul style="list-style-type: none"> • The enumerators maximized call attempts to reach potential respondents in hopes that they will answer phone calls/calls would be connected once the latter are in an area with a stable telecommunication signal; • In the case of Regulated Entities, the DAP PMT team assisted in reaching out to the respondents to assist the enumerators and fast enumeration; • Enumerators took the initiative to search for contact information of Regulated Entities over the internet. • Other than texting and calling, the team also emailed Regulated Entities to identify the latter's contact number. • In the case of Farmers, the team almost ended up with exhausting the full list of respondents. • Lastly, the team also incorporated recommendations to SRA regarding the need to update their list of client contact information and avoid delays in the succeeding SRA CSS. 	<p>Communicate with client during the inception meeting about the need to provide an accurate, complete, and updated list of their clients to avoid delays in the data collection.</p>

Subject/Activity: Request additional staff to assist in the real-time monitoring/ checking of outputs submitted by phone interviewers to ensure the quality of responses.

<p>What happened? (State the problem and what was done)</p>	<p>What should have been done? (Recommended corrective and preventive action)</p>
<p>Problem: Given that the number of phone interviewers (6) is thrice the number of available Interview Supervisors (2), there were instances during the data collection for Farmers that the responses were not checked in real-time. Thus, several items on the questionnaire needed to be back-checked and further verified.</p> <p>What was done?</p> <ul style="list-style-type: none"> • Since there were no available staff during the implementation, the team decided to extend the quality-checking of each completed sheet to ensure accuracy and cleanliness of the farmers' data to be processed. 	<p>Since data collection requires a lot of time and effort for interview supervisors, ensuring that there are additional staff who can work on the projects will help distribute the workload equally and guarantee quality of the deliverables submitted.</p>



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CERTIFICATE OF PROJECT DELIVERABLE ACCEPTED

Date : 22 Aug 23

Center : Center for Governance Project Code : CPRFF
Project Title : 2022 Customer Satisfaction Survey for the Sugar Regulatory Administration
Client : Sugar Regulatory Administration
Project Manager : Hilary Martinez

Deliverable Information/ Report

Project Phase : Project Mobilization
Deliverable : Inception Report

Acceptance Information/Report



Approved



Deferred

INSTRUCTIONS: On a scale of 1 to 5, rate the project in each of the relevant indices below.

The ends of the scale are 1 - Poor and 5 - Excellent. Encircle the number which best indicates your rating of the project deliverable in that item.

- | | | | | | |
|---|---|---|---|---|---|
| 1. Overall Satisfaction | 1 | 2 | 3 | 4 | 5 |
| 2. Project deliverable was submitted within agreed timeframe | 1 | 2 | 3 | 4 | 5 |
| 3. Project deliverable was acceptable as agreed upon. | 1 | 2 | 3 | 4 | 5 |
| 4. Project deliverable was made within the standards agreed upon. | 1 | 2 | 3 | 4 | 5 |

Comments:
(if any)

Authorized Representative/s:

PABLO LUIS S. AZCONA

Signature over printed name

Administrator

Position / Designation



Republic of the Philippines
Department of Agriculture

SUGAR REGULATORY ADMINISTRATION

Sugar Center Bldg., North Avenue, Diliman, Quezon City, Philippines 1101

TIN 000-784-336

Website: <http://www.sra.gov.ph>

Email Address: srahead@sra.gov.ph

Tel No. (632) 8929-3633, (632) 3455-2135, (632) 3455-3376

MEMO-PPSPD-2023-NOV- 46

Acceptance Sheet

This establishes formal acceptance of the:

TOOLS DEVELOPMENT AND ENHANCEMENT REPORT OF THE 2022 SRA CLIENT SATISFACTION SURVEY

The enhanced survey instruments are found compliant with the guidelines of the Governance Commission for GOCCs (GCG).

Given the foregoing, the Development Academy of the Philippines is authorized to proceed with the remaining activities of the Project.

Recommended by:

DIGNA D. GONZALES

Manager III

Planning, Policy & Special Projects Department

Accepted by:

PABLO LUIS S. AZCONA

Administrator

Date: NOVEMBER 23, 2023



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Acceptance Sheet

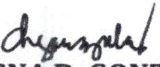
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Recommended by:


DIGNA D. GONZALES
Manager III
Planning, Policy & Special Projects Department

Accepted by:


PABLO LUIS S. AZCONA
Administrator
Date: _____



development academy of the philippines

CERTIFICATE OF PROJECT DELIVERABLE ACCEPTED

Date : 10 Nov 23

Center : Center for Governance Project Code : CPRFF
Project Title : 2022 Customer Satisfaction Survey for the Sugar Regulatory Administration
Client : Sugar Regulatory Administration
Project Manager : Hilary Martinez

Deliverable Information/ Report

Project Phase : Project Implementation
Deliverable : Tools Development and Enhancement Report

Acceptance Information/Report



Approved



Deferred

INSTRUCTIONS: On a scale of 1 to 5, rate the project in each of the relevant indices below.
The ends of the scale are 1 - Poor and 5 - Excellent. Encircle the number which best indicates your rating of the project deliverable in that item.

- | | | | | | |
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Comments:
(if any)

Authorized Representative/s:

PABLO LUIS S. AZCONA

Signature over printed name

Administrator

Position / Designation



Republic of the Philippines
Department of Agriculture

SUGAR REGULATORY ADMINISTRATION

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MEMO-PPSPD-2023-DEC-16

Acceptance Sheet

This establishes formal acceptance of the:

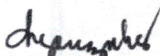
INTERIM REPORT

OF THE 2022 SRA CLIENT SATISFACTION SURVEY


The said report is compliant with the guidelines of the Governance Commission for GOCCs (GCG) and the Terms of Reference of the Project.

Given the foregoing, the Development Academy of the Philippines is authorized to proceed with the remaining activities of the Project.

Recommended by:


DIGNA D. GONZALES
Manager III
Planning, Policy & Special Projects Department

Accepted by:


PABLO LUIS S. AZCONA
Administrator
Date: _____



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ID: 9105085567





CERTIFICATE OF PROJECT DELIVERABLE ACCEPTED

Date : 7 Dec 23

Center : Center for Governance Project Code : CPRFF
Project Title : 2022 Customer Satisfaction Survey for the Sugar Regulatory Administration
Client : Sugar Regulatory Administration
Project Manager : Hilary Martinez

Deliverable Information/ Report

Project Phase : Project Implementation
Deliverable : Interim Report

Acceptance Information/Report



Approved



Deferred

INSTRUCTIONS: On a scale of 1 to 5, rate the project in each of the relevant indices below.
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Comments:
(if any)

Authorized Representative/s:


PABLO LUIS S. AZCONA

Signature/over printed name

Administrator

Position / Designation