
Center for Governance

(Center)

[2022] PROJECT ACCOMPLISHMENT REPORT**I. Project Information**

Project Code: CPRFE

Project Title: 2022 Customer Satisfaction Survey for Philippine Crop Insurance Corporation

Project Start: November 24, 2022

Project End: April 28, 2023

Project Price: Php 1,380,00.00

Client Organization: GOCCs

II. Project Team

Project Manager:

Kristine Ann C. Sindac

Team Members:

Mardy S. Gonzales

Maria Patricia Alexandra T. Vargas

Evelyn E. Morales

Supervising Fellow: Gilbert E. Lumantao

Consultants/ Resource Persons:

Ramoncito G. Cambel

Roann Kristian C. Castañeda

Jonel R. Francia

Patria May-i M. Vibora

Benito V. Vigo, Jr.

Anthony B. Azarias

Project Details***Project Description:***

The Philippine Crop Insurance Corporation (PCIC) is an attached agency of the Department of Agriculture primarily responsible for implementing the government's agricultural insurance program. It is mandated to provide insurance protection to the country's agricultural producers, particularly the subsistence farmers, against loss of their crop and non-crop agricultural assets due to natural calamities like typhoons, floods, droughts, earthquakes, and volcanic eruptions; plant pests and diseases; or other perils.

Memorandum Circular 2013-02 of the Governance Commission for Government Owned and Controlled Corporations (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.

In 2018, the GCG issued a supplemental guideline which directed the GOCCs to adopt a standard methodology for the conduct of the survey. Through these guidelines, the GCG identified the primary customers of GOCCs who will be the respondents of the survey, prescribed questionnaire and methodology to be used for each type of respondent, and required a standard analysis and interpretation of results.

Since 2015, the PCIC has engaged the Development Academy of the Philippines (DAP) to administer its customer satisfaction survey.

Project Objective:

The 2022 Customer Satisfaction Survey for the Philippine Crop Insurance Corporation (PCIC) aims to determine the level of satisfaction of the PCIC's customers (i.e. farmers/fisherfolks) on the quality of services offered to them by the PCIC and evaluate the responsiveness of PCIC to their needs and concerns. Specifically, the survey aims to:

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

III. Project Accomplishments**Key Activities Implemented:****1. Inception Activities**

- Preparation and finalization of project mobilization documents
- Finalization and submission of Inception Report containing all agreements made with PCIC on project background, objectives and outputs, detailed work plan, and implementation schedule

2. Tools Review and Development

- Conduct meetings with concerned PCIC's personnel
- Pilot-Testing of survey instruments, as necessary
- Improved survey instruments and methodology
- Submission of plan of analysis

3. Data Gathering

- Training of phone interviewers
- Deployment of phone interviewers to undertake the survey
- Conduct of Data Collection

4. Analysis and Presentation of Survey Results

- Consolidation of survey results
- Analysis of survey data
- Preparation and submission of draft report
- Presentation of survey results
- Revision and submission of final report

4. Project Closure

- Preparation and finalization of project closure documents

Major Outputs:

1. Inception Report
2. Data Analysis Plan with enhanced survey instruments
3. First Round Report
4. Second Round Report
5. Presentation of survey results and Final Report

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Project Impact:

- Provide PCIC with information and recommendations that will be essential in enhancing the quality and efficiency in the delivery of their services to their clients; and


IV. Attachments

- Certificate of Project Deliverables
- Project Closure Evaluation
- One point lesson

Prepared by:


KRISTINE ANN C. SINDAC
Project Manager

Noted / Approved by:


IMELDA C. CALUEN
Vice President