

Center for Governance

(Center)

[2024] PROJECT ACCOMPLISHMENT REPORT**I. Project Information**

Project Code: CPRFH
Project Title: 2023 Client Satisfaction Measurement for the Philippine Crop Insurance Corporation
Project Start: 10 January 2024
Project End: 30 April 2024
Project Price: 1,210,000.00
Client Organization: Philippine Crop Insurance Corporation

II. Project Team

Project Manager: Gianna Francesca M. Catolico
Team Members: Eliza Salud C. Galang, Jay Ann Comillo, Nivea Jane Urdas, Karen Arroyo
Supervising Fellow: Gilbert E. Lumantao
Consultant: James Roldan S. Reyes

III. Project Details

Project Description: In July 2023, the Philippine Crop Insurance Corporation (PCIC) requested the Development Academy of the Philippines to provide technical assistance and to analyze the results of its 2023 Client Satisfaction Measurement (CSM). This is in compliance with the Anti-Red Tape Authority's Memorandum Circular No. 2022-05 which promotes the adoption of a harmonized and standardized framework in measuring client satisfaction across all levels of the government to ensure continuous improvement and enhancement of service towards a more meaningful client-centered Citizen's Charter. Subsequently, the ARTA published an amendment to MC 2022-05 and MC 2023-05 as an amendment to MC 2022-05 while both ARTA and the GCG issued Joint Memorandum Circular (JMC) No. 2023-01 which aims to reduce the cost and burden of compliance of Government-Owned and Controlled Corporation with the CSM and Client Satisfaction Survey (CSS) requirements by creating a harmonized and integrated framework.

Project Objective: The 2023 Client Satisfaction Measurement for the PCIC aims to measure the following: 1) overall level of satisfaction of PCIC's external clients based on the prescribed service quality dimensions of the ARTA and GCG guidelines; 2) Assess the factors that affect satisfaction and dissatisfaction of PCIC's external clients; and 3) Identify recommendations for improvement in PCIC's delivery of its external services as well as policy recommendations in the implementation of its mandate.

Focus Area: N/A

Project Type: Technical Assistance

Project Beneficiary: N/A

Regional Coverage: Nationwide

IV. Project Accomplishments

Key Activities Implemented: The CFG-PRO analyzed the feedback of PCIC external clients and assisted in the preparation of their CSM report. A total of 6,118 valid responses were collected by PCIC for their CSM, which was conducted from August to December 2023. These responses were turned over to DAP for analysis. Using quantitative research methodology, the CSM determined the clients' familiarity with PCIC's Citizen Charter, their overall level of satisfaction with the service they availed based on Service Quality Dimension (SQD) 0, their level of satisfaction based on SQDs 1 to 8, and factors that influenced their satisfaction. Based on the results, a large number of PCIC's CSM

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respondents were citizens or those who were from the general public. There was a strong gender balance among them. Around 65 percent of the respondents were aged 36 to 60 years old. With reference to PCIC's Citizen's Charter, 72.3 percent of the respondents are familiar with PCIC's Citizen Charter and have seen it in their office, while 12.33 percent of them only learned the PCIC's Citizen Charter after seeing it in the office of the said agency. On Service Quality Dimension (SQD) 0, PCIC obtained an average overall rating of 4.60 and overall percentage of satisfaction of 97.49 which is classified as Outstanding in the ARTA rating scale. Meanwhile, PCIC obtained an average rating of 4.57 and an overall satisfaction rating for SQDs 1 to 8 of 97.12 percent, which is also classified as Outstanding in the ARTA rating scale. The results show that PCIC's regional office in Nueva Ecija (III-A) received the highest overall average rating of 4.91 while Region IV and Region VI received the highest overall satisfaction rating of 100 percent each. A total of 935 respondents or 15.82 percent of the total respondents included suggestions or comments in their responses, with most of them commending PCIC for their great service.

Major Outputs: The DAP, through the CFG-PRO, conducted an inception meeting with PCIC on 10 January 2024 and submitted the Inception Report on 19 January 2024. Upon request of the client, DAP submitted the draft report for ARTA and DAP's Final Report on 15 April 2024. On 24 April 2024, DAP virtually presented the CSM findings to PCIC's Committee on Anti-Red Tape and Technical Working Group.

Project Impact: The CSM projects handled by the CFG-PRO are the first of its kind because this time, CFG-PRO only offered technical assistance. Unlike the previous CSS, the clients are responsible for data collection through printed surveys and encoding of responses. If the CFG-PRO decides on offering technical support for other agencies' CSM in 2024, it will be much easier for the future project managers to implement similar projects because the three (3) 2023 CSM projects (CPRFH, CPRKH, and CPRIE) already laid out a benchmark.

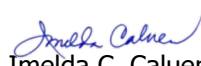
Lessons Learned: The Project Manager (PM) and the project consultant/statistician should have complete requirements before routing the Purchase Request and submitting the documents to DAP's Bids and Awards Committee Secretariat. Also, the PM must regularly coordinate with the statistician regarding last-minute adjustments to the TOR, LOI, and other deliverables. Likewise, if the PM resigns during the crucial period of project implementation, both outgoing and incoming PMs should coordinate on equitable distribution of tasks and turnover of responsibilities.

V. Attachments

- Certificate of Project Deliverable Accepted
- Certificate of Project Closure

Prepared by:

Gianna Francesca M. Catolico
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