



**TOURISM
INFRASTRUCTURE AND
ENTERPRISE
ZONE
AUTHORITY**

6th & 7th Floors, Tower 1
Double Dragon Plaza
DD Meridian Park
Macapagal Avenue corner
EDSA Extension
1302 Bay Area, Pasay City

(02) 8249-5900 loc.710-711
corplan@tieza.gov.ph
www.tieza.gov.ph

MEMORANDUM

FOR : THE CHIEF OPERATING OFFICER

FROM : The Manager, Corporate Planning Department

SUBJECT : Request for Approval of Revised Terms of Reference (TOR) for the Consulting Services for the Third-Party Customer Satisfaction Survey (CSS)

DATE : September 29, 2020

Background

All GOCCs supervised by GCG are required to undertake the Customer Satisfaction Survey project facilitated by a third-party organization. Final output/result of this project represents 5% of the total score of the organization's 2020 Performance Scorecard.

The CSS project was included in the approved 2020 Corporate Planning Department budget while both the Purchase Request (PR) and TOR were approved last 27 February 2020. The Certificate of Availability of Funds (CAF) was issued on 28 February 2020. The Bids and Awards Committee (BAC) deliberated on the project last June 2020 and came into an agreement to defer and consult with GCG if CSS can be removed as a scorecard measure since the customer services (Travel Tax, Operating Assets, Tourism Infrastructure proponents, TEZ applicants) were adversely affected by the pandemic.

Last 19 August 2020, TIEZA and GCG had a high-level meeting so that the former can present its proposed re-calibrated Corporate Scorecard. TIEZA requested for the reconsideration of the implementation of the 2020 Enhanced CSS Guidelines issued by the GCG. Unfortunately, GCG sent an official Notice to all GOCCs last 4 September 2020 informing that the CSS measure will be retained in the 2020 Corporate Scorecard, including the target, weights and rating scales. GCG allowed to extend the project until March of 2021 but data must be gathered within CY 2020.

Course of Action

Corplan held a series of meetings with the sector Technical Assistants to plan for the next course of action. Upon review of the *Enhanced Standard Methodology for the Conduct of the Customer Satisfaction Survey, Additional Guidelines in the Conduct of the Customer Satisfaction Survey (CSS) for 2020 in the GOCC sector* and the *Survey Questionnaires for the Conduct of CSS Starting 2020*, it was agreed that TIEZA will proceed in acquiring the services of a third-party consultancy service to do the project.

Attached with this is the copy of the revised Terms of Reference and revised Purchase Request for Consultancy Services for your review and approval, Sir.

Thank you.

FRANCIS RANDY J. HORTELANO

TERMS OF REFERENCE

SERVICE PROVIDER FOR THE 2020 CUSTOMER SATISFACTION SURVEY

Project Background/Rationale

Tourism Infrastructure and Enterprise Zone Authority (TIEZA), formerly Philippine Tourism Authority (PTA), was created on May 12, 2009 with the enactment Republic Act No. 9593, *"An Act Declaring a National Policy for Tourism as an Engine of Investment, Employment, Growth and National Development, and Strengthening the Department of Tourism and its Attached Agencies to Effectively and Efficiently Implement that Policy and Appropriating Funds Therefore "* otherwise known as the *"Tourism Act of 2009"*. TIEZA is mandated to designate, regulate and supervise the Tourism Enterprise Zones (TEZs) established under R.A. 9593; develop, manage, and supervise tourism infrastructure projects in the country; and continue to exercise functions previously exercised by the PTA under Presidential Decree No. 564, not otherwise inconsistent with the other provisions of R.A. 9593.

TIEZA acknowledges the importance of determining stakeholder and customer satisfaction as it pursues its mandate. By measuring the results of customer feedbacks in the products and services offered, TIEZA will have a basis for necessitating projects, activities and programs that will lead to the improvement of product/service delivery. This will be done through the conduct of TIEZA's 2020 Customer Satisfaction Survey to be conducted by an independent third-party company that is an expert on conducting such projects.

Conduct of the 2020 Customer Satisfaction Survey (CSS) shall be guided by R.A. 10149 otherwise known as the *"GOCC Governance Act of 2011"*, E.O. 605, s. 2007 *"Institutionalizing the Structure, Mechanisms and Standards to Implement the Government Quality Management Program"*, ISO 9001:2015 and the Governance Commission for GOCCs' (GCG) *"Enhanced Standard Methodology for the Conduct of the Customer Satisfaction Survey"* and the *"Additional Guidelines in the Conduct of the Customer Satisfaction Survey (CSS) for 2020 in the GOCC sector dated August 14, 2020"*.

Standard Guideline of GCG (2020)

As required in GCG Memorandum Circular (MC) 2012-07 Code of Corporate Governance, GOCC Governing Boards are required to:

- a) Ensure integrity and honesty in dealings with customers and operate a highly effective 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.
- b) Operate policies of continuous improvement, of both processes and the skills of staff, to take best advantage of advances in all aspect of society in order to ensure that it continues to add value to its customer businesses.

To ensure GOCCs such as TIEZA 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). Anchored on the principle of continuous improvement, an enhanced guideline for CSS was developed by the GCG and shall be applied by GOCCs starting on 2020.

The primary reference for this undertaking is GCG's *Enhance Standard Methodology for the Conduct of the Customer Satisfaction Survey*. However, due to the impact and circumstances caused by the Covid-19 pandemic, GCG issued "*Additional Guidelines in the Conduct of the Customer Satisfaction Survey*" (August 14, 2020). The latter document relaxed some provisions of the guidelines to somehow adapt to the issues and uncontrollable situation brought about by this public health emergency.

Data Gathering Methods

Based on the guidelines established by GCG, specific data gathering methods will be used depending on the identified target respondent (Annex A - Classification of GOCCs According to Survey Methodology) Hereunder are the methodologies required by GCG for the different TIEZA clientele:

a.) **Intercept (Travel Tax Payers/Applicant)** – Objective of the intercept interview is to gather on-site feedback from customers upon transaction with TIEZA. Intercept interviews are done by having trained interviewers positioned in either the main office, satellite offices or airport counters of TIEZA.

b.) **Telephone or Face – to Face Interview (TEZ Operators, Tourism Enterprises, LGUs, Customer in Operating Assets)** - Telephone interview is the is the most efficient way of reaching customers who do not usually visit the main office, satellite offices and assets of TIEZA. Face –to – face interview may be conducted as well depending on the convenience of the respondents. The respondents that will participate in the interview should come from the official list of clients (individuals, corporations, and non-profit organizations). In using this methodology, the complete contact information including the names and contact details are required.

However, GCG's "*Additional Guidelines in the Conduct of the Customer Satisfaction Survey*" (August 14, 2020) provided key recommendations/modifications that may be taken up if issues relating to the ongoing pandemic are encountered.

Data Collection and Data Collection Instrument

The data to be collected must strictly abide with the requirements set forth in Section IV and VI of the *Enhanced Standard Methodology for the Conduct of the Customer Satisfaction Survey* and questions must be strictly guided by the *Survey Questionnaires for the Conduct of the CSS 2020 for TIEZA* (Annex B).

Sample Universe and Size

The sample universe and sample size for this project must be in accordance with the guideline stated in sections IV B and C of the *Enhanced Standard Methodology for the Conduct of the Customer Satisfaction Survey*.

Objectives

- a.) Generate feedback from identified clients, customers and stakeholders of TIEZA;
- b.) Enable TIEZA to measure its performance in delivering its service to stakeholders based on satisfaction metrics and variables as identified by GCG – Timeliness; Ease of Access; Staff; Quality; and Outcome;
- c.) Identify specific actions that TIEZA can take to improve product and service delivery

- d.) Be able to identify organizational risks and opportunities guided by the ISO 9001: 2015 standards
- e.) Comply with the good governance conditions of GCG

Scope of Work

The Service Provider must commit to the following:

- Develop a composite measure of client satisfaction and use it to determine the overall rating of the current level of satisfaction
- Determine the quality of service delivery as perceived by clients
- Identify gaps in service delivery
- Identify the sources of client complaints/dissatisfaction in regard to service delivery
- Provide thorough analysis of survey results and necessary recommendations
- Proposed product and service improvement measures
- Prepare and deliver a Comprehensive Final Report

Key Personnel Required

The minimum key personnel in conformity with the required research/survey team composition and structure as stated in GCG's guidelines are as follows:

- Overall Project Manager (1)
- Assistant Project Manager (2)
- Field Manager (1)
- Data Processing Manager (1)
- Field Supervisors (at least per major area)
- Data Processing Supervisors (2)
- Programmers/Scripters – including checker (2)
- Data Processing Assistants – including checker (2)
- Group Leaders (at least 1 for every 5 interviewers)
- Field Interviewers (depends on the sample size; maximum number of interviews per interviewer should only be 15% of the total sample)
- Coders (depends on the number of questions to be coded)
- Field Quality Checkers/Back-checkers (depends on the sample size; should be able to back-check at least 30% of the total sample size)

The identified personnel must have at least three (3) years of experience in relation to their function and have **at least handled or is currently handling a CSS project for a GCG supervised GOCC.**

Status Reports and Documents for Submission

The service provider must submit the following documents while the project is on-going:

Activity	Document for Submission
Pre-test	Survey Instrument Stimulus Materials Pre-Test Results Pre-Test Report
Training	Survey Instrument Stimulus Materials Training Manual

	Training Report
Project Kick-Off/Start-Off	Survey Instrument Stimulus Materials Observation Report Clearing/Debriefing Report
Project Implementation	Supervision/Observation Report Fieldwork Report
Back-checking and spot checking	Back-checking and Spot-checking Report
Data Processing	Spot Checking Report for Data Processing and Quality Control
Analysis	Final Report

Contract Duration

The suggested duration for this Customer Satisfaction Survey Project is two-hundred forty (180) calendar days upon issuance of the Notice to Proceed (NTP).

Timeline

Phase 1

October 2020

- Pre-Test
- Training
- Project Kick-off/Start-off

Phase 2

Q4 2020-January 2021

- Project +Implementation
- Actual survey for customers/clients of Travel Tax Services, Asset Management Sector, Tourism Enterprise Zone Management Sector, and Architectural and Engineering Services Sector

Phase 3

Q1 2021

- Spot Checking Report for Data Processing and Quality Control
- Exit briefing of the CSS results
- Submission of the Final Comprehensive TIEZA Customer Survey Satisfaction Report 2020 **(March 15, 2021 Deadline)**
- Transfer of Technology

Minimum Required Content for the Final Report

1. Data Gathering Methodology (i.e. sampling procedure, total primary customers, sample size used, survey methodology, frequency of data collection)
2. Percentage of Satisfied Customers using Top 2 Box (Very satisfied and satisfied)
3. Average of the Overall Satisfaction Rating
4. Comparative Analysis of Survey Results based on 2019 findings;
5. 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
6. Derived Importance (Correlation and Kruskal Analysis)
7. Scatter Diagram

Evaluation of Proposals

The proposals shall be evaluated using the Quality-Based Cost Evaluation. The technical proposal shall be given a weight of 70% whereas the financial proposal shall be given a weight of 30%.

Evaluation Criteria	Weight	Minimum Score
Technical Proposal	70%	
Applicable Years of Experience of the Consultant/Firm (15%)		
Similar Projects Completed (15%)		
Qualification of personnel who shall be assigned to the project (15%)		
Research Design (25%)		
Financial Proposal	30%	
TOTAL	100%	75%

Terms of Payment


Progress Billing: *Phase 1 (15%) Submission of Pre-Test Report and Training Report*
 Phase 2 (35%) Submission of Project Implementation Report
 Phase 3 (50%) Submission of Final Report on TIEZA's 2020 CSS

Prepared by:


Mikhael Bryan G. Caluya
Senior PPDO
Monitoring and Evaluation Division

Reviewed by:


Anna Leah R. Bayot
Manager
Strategic Planning Division


Atty. Jose T. Bechayda Jr.
Officer - in - Charge
Monitoring and Evaluation Division

Recommending Approval:


Francis Randy J. Hortelano
Manager
Corporate Planning Department

Approved by:

POCHOLO J.D. PARAGAS
Chief Operating Officer