



**TOURISM
INFRASTRUCTURE AND
ENTERPRISE
ZONE
AUTHORITY**

6th & 7th Floor, Tower 1
DoubleDragon Plaza
DoubleDragon Meridian Park
Macapagal Avenue corner
EDSA Extension Bay Area
Pasay City 1302

 (+632) 8249-5900 loc. 631
 financialservices@tieza.gov.ph
 www.tieza.gov.ph

CERTIFICATE OF AVAILABILITY OF FUNDS

This is to certify that funds in the amount of **ONE MILLION FOUR HUNDRED THOUSAND PESOS (₱ 1,400,000.00)** are available for the *Consulting Services for a Third-Party Customer Satisfaction Survey per PR # 20-10-0286 dated October 5, 2020.*

Issued this 8th day of October 2020 at Pasay City.


RODOLEO E. ANCHETA
Manager, Financial Services Department

Consultancy Services
Fund Reference No. 2020-1534 dated October 8, 2020



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MEMORANDUM

For **The Manager**
 Financial Services Department

From **The Manager**
 General Services Division

Subject **Certificate of Availability of Budget (CABU)**

Date **October 8, 2020**

May we request for the issuance of Certificate of Availability of Budget for Utilization (CABU) for the following:

<u>PR No.</u>	<u>Items</u>	<u>End-user</u>	<u>Estimated Price</u>
20-10-0286	Consulting Services for a Third-Party Customer Satisfaction Survey	COPD	P 1,4000,000.00

Admatus
ANA RUTH L. MATEO

10/8/2020



TIEZAWORKS



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ADSD.QF.29

Appendix 60



PURCHASE REQUEST

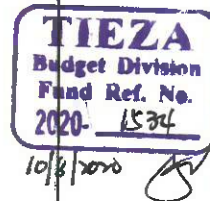
Department: Corporate Planning Department

Division: _____

P.R. No.: **20-10-0286**

Date: 5-Oct-20

Stock No.	Unit	Item Description	Quantity	Estimated Unit Cost	Estimated Total Cost								
		Consulting Services for a Third-Party Customer Satisfaction Survey for the following core processes: Travel Tax Services Assets Management Tourism Enterprise Zone Management Architectural and Engineering Services Note: See attached Terms of Reference <div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: fit-content;"><p style="text-align: center;">Funds Available</p><table border="0" style="width: 100%;"><tr><td style="text-align: center;">Consultancy Services</td><td style="text-align: right;">\$1,400,000-</td></tr><tr><td style="text-align: center;">Account</td><td style="text-align: right;">Amount</td></tr><tr><td colspan="2" style="text-align: center;">RODOLFO E. ANCHETA</td></tr><tr><td colspan="2" style="text-align: center;">Manager, Financial Services Dept.</td></tr></table></div>	Consultancy Services	\$1,400,000-	Account	Amount	RODOLFO E. ANCHETA		Manager, Financial Services Dept.		1	Total	P1,400,000.00
Consultancy Services	\$1,400,000-												
Account	Amount												
RODOLFO E. ANCHETA													
Manager, Financial Services Dept.													
Purpose:		For the fulfillment of the GCG requirement on the conduct of third-party Customer Satisfaction Survey											
Signature:		Requested by: 	Approved By: 										
Printed Name:		FRANCIS RANDY J. HORTELANO	POCHOLO J.D. PARAGAS										
Designation:		Manager Corporate Planning Department	Chief Operating Officer										





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Appendix 60

PURCHASE REQUEST

Department: Corporate Planning Department

Division:

P.R. No.:

20-10-0286

Date:

5-Oct-20

Stock No.	Unit	Item Description	Quantity	Estimated Unit Cost	Estimated Total Cost
		<p>Consulting Services for a Third-Party Customer Satisfaction Survey for the following core processes:</p> <ul style="list-style-type: none"> Travel Tax Services Assets Management Tourism Enterprise Zone Management Architectural and Engineering Services <p>Note: See attached Terms of Reference</p> <div style="border: 1px solid black; padding: 10px; margin-top: 20px;"> <p align="center">Funds Available</p> <p><i>Consultancy Services</i> ₱ 1,400,000.- Account Amount</p> <p align="center">RODOLFO E. ANCHETA Manager, Financial Services Dept.</p> </div>	1	Total	P1,400,000.00
Purpose:		For the fulfillment of the GCG requirement on the conduct of third-party Customer Satisfaction Survey			
Signature: Printed Name:		<p align="center"><i>[Signature]</i></p> <hr/> <p align="center">FRANCIS RANDY J. HORTELANO</p>	Approved By:		
Designation:		Manager Corporate Planning Department		<i>[Signature]</i>	
				POCHOLO J.D. PARAGAS	
				Chief Operating Officer	

PROJECT PROCUREMENT MANAGEMENT PLAN (PPMP) 2020

END-USER/UNIT : Corporate Planning Department

Charged to COB

Strategic Objectives (SOs) - Projects, Programs and Activities (PAPs)

CODE	GENERAL DESCRIPTION	QUANTITY/ SIZE	ESTIMATED BUDGET	Mode of Procurement	SCHEDULE/MILESTONE OF ACTIVITIES											
					Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
	Travelling Expenses - Local		403,780.00	Small Value	33648.33	33648.33	33648.33	33648.33	33648.33	33648.33	33648.33	33648.33	33648.33	33648.33	33648.33	33648.33
	Office Supplies Expense		397,514.49		33126.21	33126.21	33126.21	33126.21	33126.21	33126.21	33126.21	33126.21	33126.21	33126.21	33126.21	33126.21
	Fuel, Oil and Lubricants		151,208.00		12,600.00	12,600.00	12,600.00	12,600.00	12,600.00	12,600.00	12,600.00	12,600.00	12,600.00	12,600.00	12,600.00	12,608.00
	Other Supplies Expense (Car Freshener, Lemon Scent)		1,080.00		270.00			270.00			270.00			270.00		
	Telephone Expenses - Mobile		80,400.00		6700.00	6700.00	6700.00	6700.00	6700.00	6700.00	6700.00	6700.00	6700.00	6700.00	6700.00	6700.00
	Membership Dues		49,500.00		49,500.00											
	Printing and Publication Expenses		150,000.00							150,000.00						
	Representation Expenses		36,000.00		3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00
	Repairs and Maintenance - Office Equipment		20,000.00		10000.00					10000.00						
	Repair and Maintenance - Motor Vehicle		100,000.00		25,000.00			25,000.00			25,000.00			25,000.00		
	Subscription Expenses		91,830.00		7,652.50	7,652.50	7,652.50	7,652.50	7,652.50	7,652.50	7,652.50	7,652.50	7,652.50	7,652.50	7,652.50	7,652.50
	Equipment Outlay															
	Heavy Duty Paper Copier		120,000.00		120,000.00											
	Desktop PC		130,000.00		130,000.00											
	UPS		16,000.00		16,000.00											
	Consulting Services		2,000,000.00	Public Bidding	2,000,000.00											

TOTAL BUDGET:

3,747,312.49

NOTE: Technical Specifications for each Item/Project being proposed shall be submitted as part of the PPMP

Prepared By:

Submitted By:

Michael Bryan G. Caluya
 Project Planning Development Officer

Atty. Jov V. Asetre
 Officer-in-Charge, Corporate Planning Department

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 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%

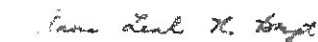
Terms of Payment

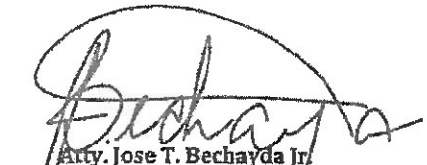
Progress Billing:
Phase 1 (15%) Submission of Pre-Test Report and Training Report
Phase 2 (35%) Submission of Project Implementation Report
Phase 3 (50%) Submission of Final Report on TIEZA's 2020 CSS

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:


Randy J. Hortelano
Manager
Corporate Planning Department

Approved by:


POCHOLO J.D. PARAGAS
Chief Operating Officer



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MEMORANDUM

To : *Manager*
Corporate Planning Department

From : BAC Secretariat

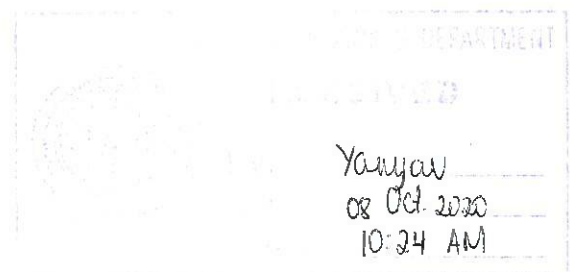
Subject : Cancellation of Purchase Request No. 20-02-0120

Date : 08 October 2020

Relative to your memorandum dated 07 October 2020 regarding the above-mentioned Purchase Request, respectfully endorsing the original copies of the Purchase Request, Scope of Services, Project Procurement Management Plan and Certificate of Availability of Funds.

Thank you.


SUNSHINE RIEGO-CAUNIN





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 bacsecretariat@tieza.gov.ph
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TO : ANNA RUTH L. MATEO
Division Manager
General Services Department

FROM : BAC Secretariat

SUBJECT : Cancellation of PR no. 20-02-0120

DATE : 07 October 2020

Respectfully endorsing request for cancellation of the end user for the above mentioned Purchase Request.

Please see attached PR and other related documents as reference.

Thank you.


Sunshine Riego-Caunin



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MEMORANDUM

FOR : The Head, BAC Secretariat
FROM : The Manager, Corporate Planning Department
SUBJECT : Cancellation of PR No. 20-02-0120
DATE : October 7, 2020

Please be informed that per review and market research, the estimated cost of Two Million Pesos (P 2,000,000.00) included in the PR No. 20-02-0120, relative to the procurement for the Consulting Services for the Third-Party Customer Satisfaction Survey (CSS), could still be reduced in consideration of the Additional Guidelines of GCG relative to conduct of the CSS in consideration of the current COVID-19 pandemic situation.

As such, kindly cancel the said PR. We will forward to your office the new PR as soon as possible.

Thank you.


FRANCIS RANDY J. HORTELANO

encl: Notice to all GCG Stakeholders dated 14 August 2020





NOTICE TO ALL GCG STAKEHOLDERS

SUBJECT : ADDITIONAL GUIDELINES IN THE CONDUCT OF THE CUSTOMER SATISFACTION SURVEY (CSS) FOR 2020 IN THE GOCC SECTOR

DATE : 14 AUGUST 2020

In view of the circumstances brought about by the COVID-19 pandemic, and further considering the safety of the customers and the difficulties that may be encountered during this time relative to the conduct of the intercept or face-to-face methods of interview, the GCG hereby issues the following additional guidelines applicable for the conduct of the Customer Satisfaction Survey (CSS) for 2020:

1. GOCCs required to observe seasonality (i.e. peak season and lean season) in the conduct of the survey may otherwise opt to conduct the survey only once, instead of the required bi-annual conduct of the CSS.
2. Where telephone interviews are among the methodologies identified for a customer segment, GOCCs are strongly advised to elect to utilize such methodology instead of the allowed alternative (i.e. face-to-face, intercept).
3. In cases where the GOCC has contact information on its customer segment identified solely for intercept or face-to-face interview, it may proceed to utilize the telephone interview methodology so as not to exclude such customer segment as respondents in the CSS, subject to compliance with the Data Privacy Act.
4. While the CSS Guidebook does not require the recording of telephone interviews with the respondent, as well as submission of the same as an attachment to the Final Report, the procedure undertaken to corroborate the consistency and accuracy of the telephone interview must however be detailed in the Back-Checking Report which the GOCCs are required to submit as part of its Quarterly Monitoring Report. Through back-checking, a project team member other than the original interviewer/enumerator shall re-contact the respondent to check the quality and validity of the interviews/outputs.

It shall be the task of the interviewer/enumerator to fill-out the questionnaires in surveys conducted through telephone interview. Considering the mode employed, the signature of the respondents shall be dispensed with. Similarly, the Spot-Checking and Back-Checking Reports must detail that the respondents are correctly identified and that their answers are accurately reflected. In using telephone methodology, GOCCs are therefore reminded that complete contact information of the possible respondents including names and contact details should be provided to the researcher, subject to ESOMAR codes and guidelines.

5. Under Data Collection Instrument (Item V) in the CSS Guidebook, the actual length of telephone interviews is limited to 15 minutes at the maximum, as lengthy interviews often result in higher refusal and drop-out rates. The same shall be determined during the pre-testing activity, and should the questionnaire be longer than 15 minutes, the information coverage will be reviewed and checked for prioritization of questions. However, please note that questions under the main questionnaires are fixed and may not be altered, modified or deleted.
6. GOCCs that proceed to survey their customers through the intercept or face-to-face methods are enjoined to ensure that their respective survey providers shall follow the health protocols (e.g. physical distancing, wearing of face masks and face shields, hygiene practices, etc.) prescribed by the Department of Health (DOH), Inter-Agency Task Force (IATF) for the Management of Emerging Infectious Diseases, and other relevant bodies in the conduct of the CSS.
7. The Enhanced Standard Methodology also allows the use of online survey tool/platform or self-accomplishment of the survey questionnaires in the following cases:
 - a. Limited budget for the GOCC to conduct personal interviews (i.e. door-to-door, intercept, telephone, face-to-face);
 - b. Respondents are top executives/managers in which securing an appointment is difficult; and
 - c. The only available means of communication is through email.
8. The Enhanced Standard Methodology does not allow the use of hybrid data collection for the same customer segment; so GOCCs cannot use methodologies other than what was initially chosen any time during the duration of data collection.
9. For customer segments identified for intercept or face-to-face interview, which cannot otherwise be subjected to other survey methods such as telephone or online interviews, GOCCs may seek approval from the GCG for exclusion of such customer segment in the conduct of the CSS for 2020.
10. For GOCCs whose operations have been adversely affected by the pandemic, hence, also encountering significant decrease in the total number of customers (population) during the year, such GOCCs may adjust the minimum sample size, which shall be based on the adjusted projections of the total population for 2020 (per customer segment), provided, that the required confidence level and margin of error indicated in the Enhanced Standard Methodology will be maintained.
11. The Enhanced Standard Methodology also allows the conduct of data gathering/survey until January of the succeeding year, except for intercept data gathering method, *provided*, that the Final Report and other supporting documents are made available by March; and *provided further*, that customers are informed that the scope of services being covered by the survey are services rendered in 2020.

12. GOCCs shall report the actions they have undertaken, or have opted to undertake, for the conduct of the CSS for 2020 in their 3rd Quarter Monitoring Report, to be submitted to the GCG and uploaded in the GOCC's website within thirty (30) calendar days from the close of the quarter.

For other queries and concerns, the GCG may be reached through e-mail at feedback@gcg.gov.ph.

FOR INFORMATION AND GUIDANCE.



Digitally signed by
Dagpin Samuel
Gallem Jr

SAMUEL G. DAGPIN, JR.

Chairman



Digitally signed by
Cloribel Michael
Paquera

MICHAEL P. CLORIBEL

Commissioner



Digitally signed
by Doral
Marites Cruz

MARITES C. DORAL

Commissioner