

ASSA Recognition Award

- 1.1 The ASSA Recognition was first introduced by the Employees Provident Fund (EPF) of Malaysia in 2015. The purpose of the Award is to recognise ASSA member organisations' achievements.
- 1.2 The criteria and categories for the ASSA Recognition Award are as follows.

No.	Categories of Recognition	Description of the Categories
1.	Innovation Recognition Award	Creation of an innovative technology, product or service which has led to improvements in services or products.
2.	Transformation Recognition Award	A practice that has resulted in improvement in the overall effectiveness, efficiency, and success of the organisation.
3.	Customer Service Recognition Award	Organisations that have implemented successful customer service strategies which are able to meet customers' expectations in terms of delivery and quality of service.
4.	Continuous Improvement Recognition Award	Organisations that are in a never-ending effort to expose and eliminate root causes of problems. It usually involves many incremental steps towards improvements rather than one overwhelming innovation.
5.	Strategic Communication Recognition Award	Organisations that have pushed the boundaries when it comes to their communications strategy in order to ensure they truly engage with their members using various communication channels.
6.	Information Technology Recognition Award	Organisations that run their business using effective and reliable technologies that are essential to drive efficiency and productivity, and improve organisational outcomes and performance.
7.	Insurance Coverage Recognition Award	Insurance and social security schemes that have developed their proposition with a clear focus on retirement, health and meeting members' needs.
8.	Financial Literacy Recognition Award	Organisations that have introduced and provide advisory services on financial literacy and retirement planning to address issues on adequacy of members' savings for retirement.
9.	Investment Governance Recognition Award	Organisations that have reflected specific issues relating to the management of funds of social security institutions' objectives, ranging from the investment of benefits provided and also addressing issues on the adequacy of the fund.

1.3 The write-up should include the following:

WRITE UP TEMPLATE

CATEGORY	:	Customer Service Recognition Award
ORGANISATION	:	Government Service Insurance System
CONTACT PERSON	:	Apollo M. Escarez / Lyn B. Monte-Kabigting
NAME OF PROJECT	:	Ginhawa for All – Lease with Option to Buy (GFAL LWOB)
OBJECTIVE AND NATURE OF PROJECT	:	<p>According to the UN-Habitat Philippines Country Report 2023, there is a backlog of 6.5 million housing units in the country. With climate change, rising number of informal settlements, and 3.7 million informal settler families, there is no doubt that Filipinos deserve a home. The Lease with Option to Buy program was implemented to address the growing housing need in the country. Aligning its efforts with the national government's pabahay (housing) program, it aims to create a positive impact and to legalize the informal settler families' occupancy, and at the same time, helping the overall economy and providing recurring income to GSIS on its retail housing units.</p> <p>It aims to provide out of the box and affordable housing solutions to Filipinos who are informally occupying the properties of GSIS. It aims to provide a decent home and dignity to the family occupying the properties through lease with the option of purchasing it at a later date. Lease rate will be at a very affordable rate and guaranteed lower than the monthly amortization should it be purchased on installment.</p> <p>It enables GSIS to generate income to lessees who are interested in eventually owning the property but may not be ready to commit to a purchase upfront. The program can generate recurring revenues from rentals that are properly documented through lease contract at the same time increase in valuation of the housing units brought about by the maintenance of the property by the lessee. Furthermore, they have the Option to Buy (OTB) the leased premises at any time during the effectivity of the lease agreement but not exceeding thirty days before expiration of the lease. Other unoccupied housing units of GSIS are also open to members and non-members under LWOB.</p>
WHY IT SHOULD BE RECOGNISED	:	<p>The "Lease with Option to Buy" (LWOB) program exemplifies our commitment to addressing a critical national issue through innovative customer service strategies that meet and exceed our customers' expectations. Here's why this project deserves to be recognized:</p> <p>A. Addressing a National Housing Crisis: According to the UN-Habitat Philippines Country Report 2023, there is a staggering backlog of 6.5 million housing units in the country. Our LWOB program directly tackles this crisis by providing a viable housing solution for informal settler families. By aligning with the national government's Pabahay Program, we aim to legalize the occupancy of informal settlers, offering them a dignified path to homeownership.</p> <p>B. Innovative and Affordable Housing Solutions: The LWOB program offers an out-of-the-box approach to affordable housing. By allowing families to lease properties at rates lower than traditional monthly amortizations, we make it possible for them to live in decent homes without the immediate financial burden of purchasing.</p>

	<p>This innovative approach not only addresses immediate housing needs but also provides a sustainable solution that supports long-term economic stability for these families.</p> <p>C. Economic Benefits and Recurring Income: The program is designed to generate recurring income for GSIS from rentals, ensuring that our properties are well-maintained and appreciating in value. This not only supports our financial health but also contributes to the overall economy by providing affordable housing options to more people. The LWOB program allows lessees to eventually own the property, promoting financial stability and investment in their future.</p> <p>D. Empowering Informal Settler Families: By offering a path to homeownership, we empower informal settler families to secure a stable and dignified living situation. The option to purchase the property at any time during the lease term gives them flexibility and control over their future. This empowerment fosters a sense of community, belonging, and pride among the lessees, which translates into better maintenance and care for the properties.</p> <p>E. Comprehensive and Inclusive Approach: The LWOB program is inclusive, extending its benefits to both members and non-members of GSIS. This broadens the impact of the program and ensures that more Filipinos have access to affordable and decent housing solutions. By opening up our unoccupied housing units to a wider audience, we maximize the use of our resources and contribute positively to the community.</p> <p>F. Alignment with National Objectives: Our program aligns with the national government's objectives of providing affordable housing and improving the living conditions of Filipinos. By supporting the Pabahay Program, we not only fulfill our corporate social responsibility but also contribute to national development goals. This alignment ensures that our efforts are in sync with broader governmental initiatives, amplifying the impact of our work.</p> <p>With the goal to provide the best customer experience, there are times that GSIS received positive feedback and testimonials about their encounters with the customer service team for the Lease with Option to Buy program. It is designed to assist various individuals, from retired government employees to housewives and OFWs, in achieving homeownership. It underscores the significance of homeownership for individuals, whether for familial stability, long-term financial security, or personal contentment. LWOB, facilitated by GSIS, is instrumental in providing this opportunity to countless Filipinos.</p> <p>The "Lease with Option to Buy" program is more than just a housing initiative; it is a comprehensive strategy that addresses a pressing social issue with innovative solutions, economic foresight, and a deep commitment to improving the lives of our customers. This program embodies the essence of exceptional customer service by meeting critical needs with compassion, innovation, and efficiency. For these reasons, we believe it should be recognized as the winner of the Customer Service Recognition Award.</p>
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SUMMARY OF THE PROJECT	<p>: The main goal of the LWOB is to avoid evicting informal settler families and provide them an affordable option to legalize their occupancy. The Lease with Option to Buy Program is GSIS's way of addressing the housing problem in the country. It is open to all Filipinos and with just a handful of simple requirements, more people will have the chance of having their own home. GSIS always listen to the needs of its stakeholders and find solutions to address the same. Every need of the stakeholders is an opportunity for GSIS to serve. GSIS is equipped with personnel with skills to provide the best customer experience for their clients and stakeholders.</p> <p>GSIS ensures consistent and efficient service to its clients, members and stakeholders. It is working tirelessly to improve the LWOB product and services to address the needs of the clients. It has also implemented a diverse array of strategies to amplify its visibility and accessibility, from establishing a robust online presence to orchestrating in-person roadshows, GSIS has ensured that the pathway to homeownership through LWOB is within reach for many, especially informal settler families.</p> <p>LWOB has also exceeded the target in previous years and plans to generate more clients and income for GSIS while providing quality homes for Filipinos in need. A total of 2,821 LWOB applications (1,281 male and 1,540 female applicants) have been approved since 2021, giving hope and dignity to estimated 12,000 Filipinos. This program has served as a catalyst for facilitating homeownership among Filipinos, thereby enhancing their quality of life and underscoring the value proposition of LWOB. Ultimately, the overarching objective of the program is to address the nation's housing needs and effect positive societal change, thereby fostering a more just, equitable and sustainable future for all.</p>
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