



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.

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