



Assessment of 2021 Customer Satisfaction Survey

Philippine National Construction Corporation

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Photos used in this report were taken from Philippine National Construction Corporation's website. URL: https://www.pncc.ph/home_our_business_major%20projects.htm



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Background

GAME CHANGERS



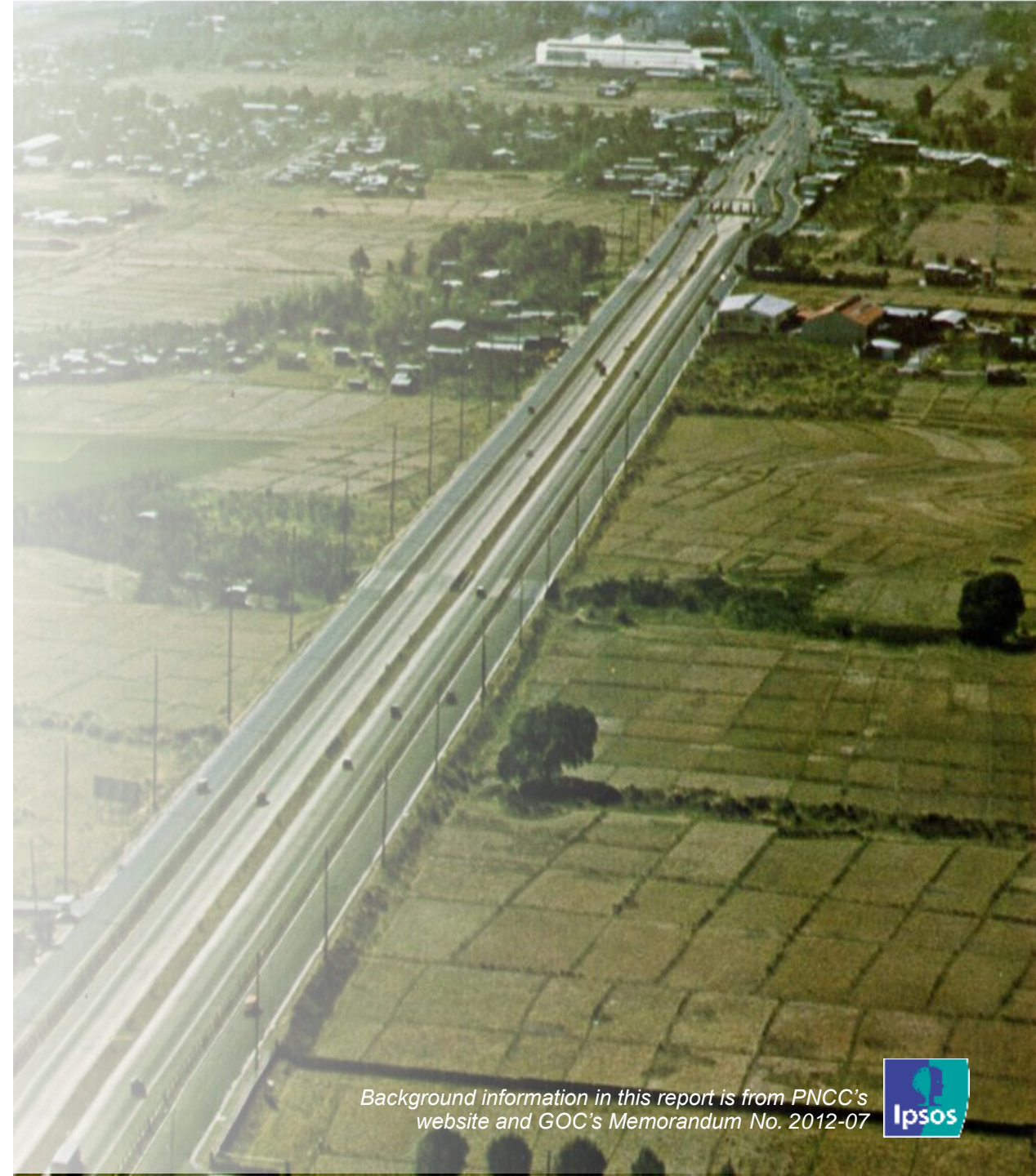
BACKGROUND

A distinguished partner in Philippine progress and economic development, the Philippine National Construction Corporation is proudly known for its landmark projects, its expertise, and its vision. Established in 1966, PNCC has been a reliable and international associate in the construction of roadway and industrial infrastructure projects.

In 2021, PNCC conducted a Customer Satisfaction Survey (CSS) among its stakeholders pursuant to GCG's Memorandum Circular (M.C.) No. 2012-07, or the Code of Corporate Governance. The CSS serves as one of the monitoring tools to measure how Government-owned and Controlled Corporations relate to their customers, as this provides tangible and verifiable data on how GOCCs deliver their services. It is mandated in the Memorandum that the result of the survey be interpreted by a third-party provider.

Given the above, PNCC commissioned Ipsos to interpret the results of its 2021 Customer Satisfaction Survey.

This document contains the results of PNCC's 2021 Customer Satisfaction Survey, as analyzed and interpreted by Ipsos.



Background information in this report is from PNCC's website and GOC's Memorandum No. 2012-07





Data Gathering Methodology

GAME CHANGERS



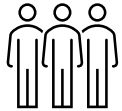
DATA GATHERING METHODOLOGY

Data Collection Activities



Data Collection Method:

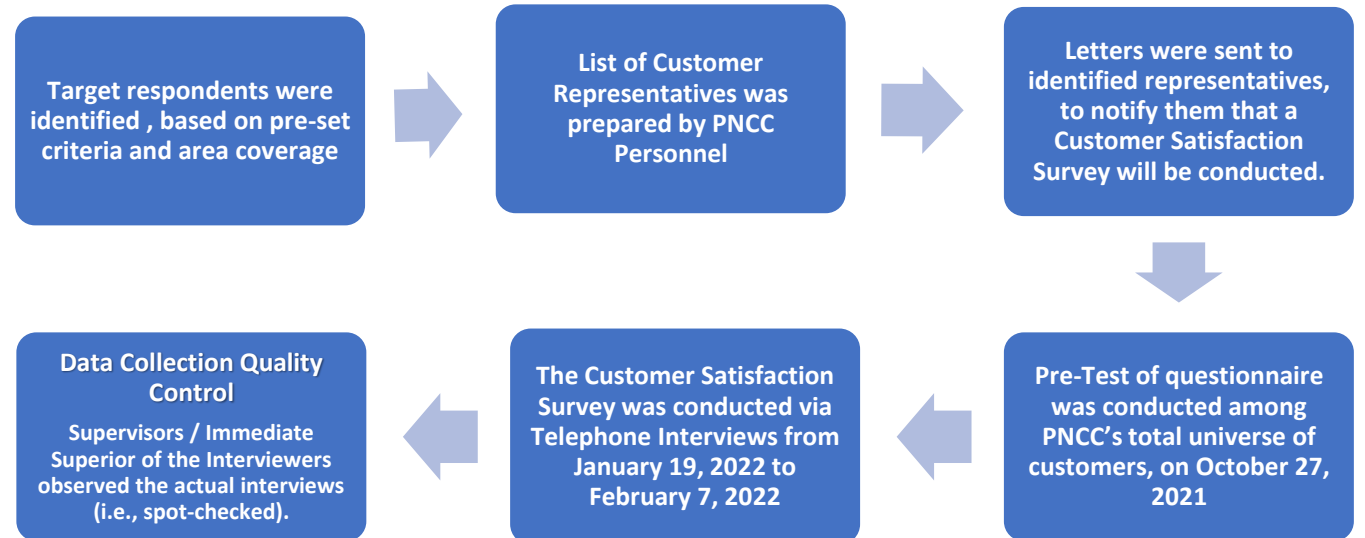
- Telephone Interview



Sample Size:

- A total of three (3) respondents were interviewed:
 - Two (2) Lessees
 - One (1) Joint Venture Partner
- These 3 make up PNCC's total universe of "customers"

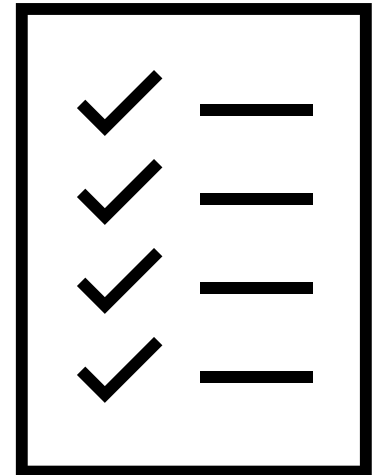
The data collection activities were as follows:



DATA GATHERING METHODOLOGY

Data Collection Instrument

- **The Customer Satisfaction Survey made use of a structured questionnaire provided by the GCG. Interviews lasted 12 minutes on the average.**
- **The questionnaire was composed of three (3) sections:**
 - Screener
 - Main Questionnaire
 - Transacting with PNCC
 - Overall Satisfaction
 - Execution of Service
 - Socio-Demographic Profile
- **Questions under the Main Questionnaire were fixed and not altered, modified or deleted. PNCC did not add service or product specific questions, under Execution of Service section.**



DATA GATHERING METHODOLOGY

Data Collection Instrument & Execution

- A 5-point Likert scale was used for the overall satisfaction rating questions that determined the level of satisfaction/dissatisfaction of the customers.
- Explanation of the scale was read out to the respondents. This was done before any of the rating questions were asked.

Explanation of Each Point of The Scale	
(5) Very satisfied	Performance of PNCC meets and exceeds the needs and expectations, to the benefit, of the customers. The service was provided with few minor problems or none at all. If there were few minor problems, a corrective action might have already taken place which is deemed highly effective.
(4) Satisfied	Performance of PNCC meets the minimum expectations of the customer. The service was provided with few minor problems or none at all. If there were few minor problems, a corrective action might have already taken place which is deemed highly effective.
(3) Neither Satisfied nor Dissatisfied	This is the midpoint in which the respondents cannot truly pick a side in the spectrum. However, this does not mean that the respondent has no opinion or does not know. Performance of PNCC neither meets nor doesn't meet the minimum expectations of the customer.
(2) Dissatisfied	Performance of PNCC does not meet the minimum expectations of the customers. There are a number of elements or aspects in PNCC's customer service that reflects a problem for which the GOCC has not yet identified corrective actions. If there were corrective actions, then the action is perceived by the customer as ineffective or has not been fully implemented to be effective.
(1) Very Dissatisfied	Performance of PNCC does not meet most or did not meet any of the expectations of the customers. There are a number of elements or aspects in PNCC's customer service that reflects a serious problem for which PNCC has not yet identified corrective actions. If there were corrective actions, then the action is perceived by the customer as very ineffective or has totally been disregarded.



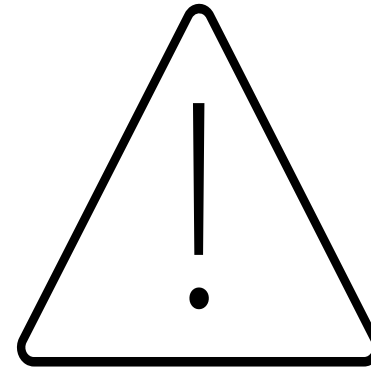
LIMITATIONS OF THE STUDY

GAME CHANGERS



LIMITATIONS OF THE STUDY

- **Since this is Philippine National Construction Corporation's first Customer Satisfaction Survey, no comparisons vs last year/s are feasible.**
- **Due to the small total universe/sample size (n=3), the following cannot be executed:**
 - Determining Derived Importance of attributes through Correlation or Kruskal Analysis
 - Plotting in a Scatter Diagram the Average Performance versus Derived Importance of Attributes
- **Data collection was done by PNCC. Ipsos' analysis and reporting is done on the assumption that the data generated by PNCC are accurate and valid.**
- **Only 1 respondent selected per stakeholder, so feedback may be limited.**
- **The results are read only at the total level in this report.**
 - Where percentages are shown, remember that these refer to only 3 people. Thus 33% = 1 respondent, 67% = 2 respondents, and 100% = 3 respondents.
 - On other slides, the frequencies (actual number of respondents) are shown.





REPORT FINDINGS

GAME CHANGERS



OVERALL SATISFACTION

PNCC obtains good satisfaction scores among its identified stakeholders – with 2 of 3 (67%) expressing extreme satisfaction (“very satisfied”) and 1 (33%) saying “satisfied”.

■ (1) Very Dissatisfied ■ (2) Dissatisfied ■ (3) Neither Satisfied nor Dissatisfied ■ (4) Satisfied ■ (5) Very Satisfied



Note: Read results with caution due to VERY SMALL BASE.

Q4: Overall, how satisfied or dissatisfied are you with the service provided by PNCC?



REASONS FOR SATISFACTION

The generally good level of satisfaction appears to stem from PNCC’s quality of service and staff – particularly with regard to responsiveness, efficiency and effectiveness of service, and overall professionalism of staff.

	TOTAL
<i>Base: Total</i>	3
	#
<u>On Service</u>	<u>2</u>
Responds to queries immediately	1
Services were sufficiently delivered	1
Efficiently helped in handling concerns through email e.g., request for documents, answer inquiries	1
<u>On Staff /Personnel</u>	<u>1</u>
PNCC's Staff & Board are very professional	1

Note: Read results with caution due to VERY SMALL BASE.

Q5: Why do you say that you are (Response) with PNCC? What else? Any other reasons?

SATISFACTION ON GENERAL SERVICE EXECUTION ATTRIBUTES

PNCC garners high satisfaction scores on specific attributes relating to its staff, and the information and communication it provides. The PNCC website is indicatively an area of improvement – with the related attribute garnering a T2B satisfaction score below 100%.

ATTRIBUTES		TOP 2 BOX	MEAN (AVERAGE)
		Base: Total	n=3
ON STAFF	Treat Customers with respect	100%	5.00
	Strictly and fairly implements the policies, rules and regulations (e.g., no discrimination, no "palakasan" system)	100%	4.67
	Are knowledgeable and competent or skilled in delivering the. needed services	100%	4.67
	Provides clear and sufficient information (i.e., solutions to problems, answers to inquiries, and information on products and services)	100%	4.67
	Addresses queries/concerns in a prompt manner.	100%	4.67
	Demonstrates willingness to assist customers.	100%	4.67
	Easy to contact	100%	4.67
	Delivers services within prescribed timeframe.	100%	4.67
	Appears near, well-dressed, and professional.	100%	4.67
	Conveys trust and confidence	100%	4.67
	Number of staff/facilitators are adequate.	100%	4.67
ON INFORMATION AND COMMUNICATION	Information from PNCC is easy to obtain	100%	4.67
	Information from PNCC is clear and relevant.	100%	4.67
	PNCC's website is available and accessible (e.g., no downtime, loads easily)	100%	4.67
	PNCC's website is user-friendly and easy to navigate	100%	4.67
	PNCC's website contains the information needed	67%	4.33
	PNCC's website is useful and reliable when doing desired transaction	100%	4.67
	PNCC's website is secured	100%	4.67

Q6: Please rate how satisfied or dissatisfied you are with the different aspects of services availed with PNCC.

Note: Read results with caution due to VERY SMALL BASE.



SATISFACTION ON GENERAL SERVICE EXECUTION ATTRIBUTES

While all stakeholders are satisfied with PNCC in terms of handling complaints and record-keeping, they deem the PNCC facilities to have some room to improve. In particular, 5 of 8 facility-related attributes garner below 100% T2B satisfaction ratings.

ATTRIBUTES		TOP 2 BOX	MEAN (AVERAGE)
Base: Total		n=3	
ON COMPLAINTS AND RECORDS KEEPING	Filing of complaint is easy and systematic	100%	5.00
	Complaints are resolved within prescribed timeframe	100%	5.00
	Resolutions to complaints are satisfactory/acceptable	100%	5.00
	Files/records are accurate and updated	100%	4.50
ON FACILITIES	Utilizes up-to-date and modern procedures, facilities, and procedures	67%	4.33
	Signages are visible, and readable (e.g., Citizen's Charter, steps and procedures, directional signages)	67%	4.00
	Office/branch is accessible and convenient to customers.	100%	4.67
	Office premises are well-ventilated and have a good lighting	67%	4.33
	Office premises are clean, orderly, and have good lighting	67%	4.33
	Office premises are safe and secure (e.g., with security guard)	100%	4.67
	Office has separate lane for senior citizens, PWDs, pregnant women	100%	4.67
	Seating is adequate and comfortable.	67%	4.33

Pulled down by low satisfaction expressed by one of the lessees

Q6: Please rate how satisfied or dissatisfied you are with the different aspects of services availed with PNCC.

Note: Read results with caution due to VERY SMALL BASE.



SATISFACTION ON SERVICE EXECUTION ATTRIBUTES ON LEASING

Focusing on the 2 lessees, they are generally satisfied with PNCC’s leasing services and facilities. But some dissatisfaction noted on attributes related to documentary requirements; lease terms and conditions, and rates; and maintenance of lease premises

ATTRIBUTES		TOP 2 BOX	MEAN (AVERAGE)
Base: Lessees		n=2	
ON LEASING SERVICES	Requirements are properly disseminated	100%	4.50
	Process for applying for lease is simple and easy.	100%	4.00
	Documentary requirements are reasonable.	50%	4.00
	Contracts are awarded through a transparent process.	100%	4.50
	Lease applications are processed/ completed within a reasonable amount of time.	100%	4.50
	Lease terms and conditions (e.g., payment terms, penalties) are clear and reasonable.	50%	4.00
	Lease rates are reasonable	50%	4.00
	Documents issued are free from defects or typographical errors.	100%	4.50
	Payment are easy to make.	100%	4.50
	Client Information is kept Confidential	100%	4.50
ON LEASING FACILITIES	Leased premises are clean and well maintained	50%	4.00
	Leased premises are safe and secure (e.g., security measures in place)	100%	4.50

Q6: Please rate how satisfied or dissatisfied you are with the different aspects of services availed with PNCC.

Note: Read results with caution due to VERY SMALL BASE.



SATISFACTION ON SERVICE EXECUTION ATTRIBUTES ON JOINT VENTURE PARTNERSHIP

PNCC's only JVA partner is likewise very pleased with PNCC's services relating to joint venture partnerships, expressing extreme satisfaction on all attributes.

		Rating
		Base: Joint Venture Partner
		n=1
PARTNERSHIP	Process partnership is systematic	5
	Process for partnership is simple and easy	5
	Contract agreements/terms and conditions are reasonable	5
	Contract agreements clearly defines roles and responsibilities	5
	Contract agreements clearly defines timeliness and deliverables	5
	Projects undergo proper consultation with relevant or affected parties	5
	Planned activities are mutually beneficial	5
	Adequate assistance is provided in the implementation of programs/projects	5

← 5 = very satisfied on all partnership attributes

Q6: Please rate how satisfied or dissatisfied you are with the different aspects of services availed with PNCC.

Note: Read results with caution due to VERY SMALL BASE.



SUGGESTIONS FOR IMPROVEMENT

Suggestions for improvement are related to attributes where satisfaction is not so high – in particular, the stakeholders suggest for PNCC to improve its office facilities and to install a contact center that could address requirements when relevant employees are not around.

	TOTAL
Base: Total	3
	#
<u>On Facilities</u>	<u>2</u>
Improve office facilities	1
Install contact center where all calls are centralized for cases when contact employee is absent.	1
<u>NONE</u>	<u>1</u>

Q7: What are your suggestions for the improvement of PNCC's services? What else? Anything else?

Note: Read results with caution due to VERY SMALL BASE.





CONCLUSIONS

GAME CHANGERS



CONCLUSIONS

- The Philippine National Construction Corporation stakeholders appear to be quite satisfied with the service they get from the institution (100% T2B and 4.67 Mean on Overall Satisfaction). While these come from a small set of respondents (n=3), these 3 make up the universe of partners and customers that PNCC has, so is reflective of how ALL PNCC's stakeholders see the PNCC.
- General satisfaction appears to be due to the perceived quality of PNCC's service. Spontaneously cited are PNCC's responsiveness, efficiency and effectiveness; as well as the professionalism of its staff.
- Satisfaction on specific attributes related to service execution is generally high, albeit, some potential areas of improvement are noted, particularly on facilities (mainly the office premises) and some leasing-related attributes (documentary requirements, leasing T&Cs and rates, and maintenance of lease areas).
- Corollary to the seemingly lower satisfaction on PNCC facilities, a suggestion for improvement is for PNCC to **improve its existing office facilities**. In addition, there is a suggestion to **put up a contact center or call center for ease of communication between PNCC and its clients / suppliers**.
- **Other factors that may be considered for future implementation of the CSS project:**
 - A review of the instrument may be done with Ipsos – to see if further improvements may be workable.
 - A review of the set of respondents may also be done. May consider increasing covered stakeholders (if possible) or increasing the number of representatives per company – to make feedback more comprehensive (from several perspectives/ touchpoints), and to make the respondents base more robust.



APPENDICES

GAME CHANGERS



LENGTH OF AVAILING SERVICES FROM PNCC

		%
		n=3
YEARS	Less than a year	-
	1 - 2 years	-
	3 - 5 years	67
	6 - 10 years	-
	More than 10 years	33
	Don't know/refused	-
	Base: Total	

Q1. How long have been availing services from PNCC?.

Note: Read with caution due to VERY SMALL SIZE.



WAYS OF TRANSACTING WITH PNCC

		%
		n=3
MODE	Phone Call	100
	Office visit	67
	Mail Delivery	67
	Send text / SMS message	67
	Online via Website	33
	Online via Email	33
	Chat using apps (e.g., Viber, WhatsApp, Line, Facebook Messenger, Skype, etc.)	33
	Base: Total	

Q2. Thinking about all your dealings/transactions with PNCC last [specify year], in what ways did you transact with them? [MA]

Note: Read with caution due to VERY SMALL SIZE.



SOURCE OF INFORMATION ABOUT PNCC AND ITS SERVICES

		%
		n=3
Base: Total		
SOURCE OF INFORMATION	Information desk	-
	Website	-
	Phone/hotline	67
	Social media	-
	Conferences	-
	Text/SMS	-
	Bulletins	-
	No Response	33

Q3. Where do you most often get information about PNCC and its services [SA]?

Note: Read with caution due to VERY SMALL SIZE.



