



**2023 CUSTOMER SATISFACTION SURVEY
FOR GENERAL SANTOS CITY WATER DISTRICT
Terms of Reference (TOR)**

I. RATIONALE

General Santos City Water District (GSCWD) acknowledges that there is always a room for improvement in terms of service delivery. As it is always committed to provide quality and reliable water service, GSCWD intends to measure the level of satisfaction of its customers in identified dimensions through the conduct of a Customer Satisfaction Survey.

II. OBJECTIVE

GSCWD aims to further improve its services and it believes that gathering feedbacks from its customer is the ultimate means to achieve this. The objectives of conducting the Customer Satisfaction Survey include the following:

- A. To determine a sample size that represents the service connection population of GSCWD;
- B. To utilize a data gathering methodology that will satisfy the data and information requirements of the survey;
- C. To generate relevant feedback from our customers in a form of quantitative and qualitative data with regard to the services provided by GSCWD as to Responsiveness, Reliability (Quality), Access & Facilities, Communication, Costs, Integrity, Assurance, and Outcome;
- D. To determine the overall satisfaction of customers; and
- E. To help identify organizational risks and opportunities guided by ISO 9001 standards.

The satisfaction score and feedback gathered through the survey and interview shall be used as basis in the formulation of doable and time-bounded action plans for the improvement of GSCWD processes or its Quality Management System (QMS).

III. DEFINITION OF TERMS

External Service Provider – refers to a research group or an entity awarded by GSCWD, through the government procurement process, to conduct the Customer Satisfaction Survey.



IV. SCOPE OF WORK AND DELIVERABLES

The scope of services and deliverables to be provided by the External Service Provider shall include the following.

ACTIVITY	RESPONSIBILITIES	TIMELINE
<p>1. Preparation; Submission of Inception Report</p> <p>(This includes the Introduction of the Study/Survey, Methodology, and Time Table. Approved Survey Questionnaire and Interview Guide should be attached and/or discussed.)</p>	<ul style="list-style-type: none"> • Identify data requirements for the initial stage of the conduct of the survey and communicate the same to GSCWD. • Determine and set, or recommend to the TWG, the applicable respondents criteria. • Application of the Survey Questionnaire and/or Focus Group Discussion (FGD) as tools in determining customer satisfaction. • Determine the sample size that will represent the population of GSCWD customers/service connection, as well as the appropriate sampling method to be used in the selection of respondents. • Determine the distribution of respondents across the service coverage area of GSCWD. Each area (or barangay) should be well represented by the samples/respondents. • Develop a survey questionnaire that will capture the level of satisfaction of customers relative to the Service Quality Dimensions (Please see Part V). The survey questionnaire shall be subject to the review and approval of the Technical Working Group from GSCWD. • Utilize a 5-point Likert Scale pertaining to satisfaction in the survey questionnaire. 5 – Very Satisfied; 4 – Satisfied; 3 – Neither Satisfied nor Dissatisfied; 2 – Dissatisfied; 1 – Very Dissatisfied • Subject the developed survey questionnaire to a validation process; the results of which shall be communicated to GSCWD. • Develop an interview guide for in-depth discussion regarding the customers' perception of GSCWD relative to the Service Quality Dimensions. The interview guide must provide information about the following: <ol style="list-style-type: none"> 1. Reason for satisfaction/dissatisfaction; and 2. Factors to satisfaction/dissatisfaction. The interview guide shall be subject to the review and approval of the Technical Working Group from GSCWD. 	<p>2 weeks from receipt of Notice to Proceed (NTP)</p>



	<ul style="list-style-type: none"> Develop a table that presents the timeline of survey activities or project milestones. 	
2. Data Collection and Data Processing	<ul style="list-style-type: none"> Gathering of data from respondents (through survey questionnaire and interview), which shall be done by trained field surveyors/interviewers. Ensure that the survey and interviews are duly conducted by trained field interviewers, that respondents are treated with courtesy and professionalism, and that data protection regulations are adhered to. Process data for report preparation. 	4 weeks
3. Data Analysis and Provision of Recommendations	<ul style="list-style-type: none"> Analyse results of the survey and the key points gathered from the interviews using the appropriate analytical tools/statistical techniques. Analysis should be done according to the following segments: <ol style="list-style-type: none"> Total Sample Size; By Barangay; By Customer Type: Residential, Commercial, Institutional; Preparation of in-depth and comprehensive recommendations – focused on the needs of stakeholders. 	2 weeks
4. Submission of Draft Report; Presentation of Results	<ul style="list-style-type: none"> Prepare a comprehensive report summarizing the survey findings including an Executive Summary, Methodology, Key Findings, and Recommendation. Provide supporting visuals, such as charts or graphs, to enhance the understanding of the survey results. Present the results of the study to GSCWD Personnel Identify (in matrix form) organizational risks and opportunities guided by ISO 9001 standards 	1 week
5. Submission of the Final Report	<ul style="list-style-type: none"> Turnover results/final report to GSCWD after incorporating comments and suggestions from GSCWD, if any. Turnover of the following documents to GSCWD: <ol style="list-style-type: none"> Transcript of the FGD; Accomplished Survey Questionnaires (Soft copy is preferred); and Final Report in six (6) copies within seven (7) working days from the receipt of GSCWD comments on the draft, with the title of the report written on the spine. Shall also submit an electronic copy (in PDF format). 	1 week
DURATION		10 weeks/2.5 months



V. SERVICE QUALITY DIMENSIONS

The survey aims to capture the total customer experience, expectations, and satisfaction in the delivered service by GSCWD with the service quality dimensions listed below.

- a. **Responsiveness** – refers to the willingness of GSCWD employees to help, assist, and provide prompt service to the customers.
- b. **Reliability (Quality)** – refers to the provision of the needed and promised quality of service and distributed water which are based on standards and/or policies, with zero to a minimal error rate.
- c. **Access & Facilities** – refers to the convenience of location, ample amenities for comfortable transactions, use of clear signages and modes of technology.
- d. **Communication** – refers to the act of keeping customers informed in a language they can easily understand and through accessible mediums, as well as listening to their feedbacks.
- e. **Costs** – refer to the satisfaction with timeliness of the billing, reasonable payment period, value for money, and the acceptable range of costs.
- f. **Integrity** – refers to the assurance that there is honesty, justice, fairness, and trust in each service while dealing with the customers.
- g. **Assurance** – refers to the capability of frontline staff to perform their duties, their service knowledge, on their capability to understanding customer needs, helpfulness, and good work relationships.
- h. **Outcome** – refers to the extent of achieving outcomes or realizing the intended benefits of the GSCWD services.

Thus, the items/questions in the survey questionnaire must be crafted according to the definition and requirements of each of the abovementioned dimensions. In addition to the overall analysis of satisfaction, the results of the survey shall also be presented and analysed by Service Quality Dimension, as presented in the table below (and continued in the succeeding page).

Service Quality Dimension	Score	Adjectival Rating
Responsiveness		
Reliability (Quality)		
Access & Facilities		
Communication		
Costs		
Integrity		



Assurance		
Outcome		
Overall		

VI. SELECTION CRITERIA

The GSCWD will apply the Quality-Cost Based Evaluation (QCBE) for the selection of the research team to conduct the Customer Satisfaction Survey. The rubrics for the selection of the research team is presented below.

QUALITY		
Expertise	40%	
Research Proposal	30%	70%
COST		
		30%
Total Rating		<u>100%</u>

To satisfy the Quality requirement, interested bidders are to submit (1) a proof of qualification in accordance to the requirements under "Expertise" (i.e. Curriculum Vitae), and (2) a **comprehensive research proposal** which shall contain the research team's plans in carrying out the study. Criteria in the evaluation of expertise and the required content of the research proposal are presented in the table below.

A. Expertise (40%)

1. Research Team Leader		2. Statistician	
a. Education		a. Education	
Doctoral Degree (PhD)	10pts	Doctoral Degree (PhD)	10pts
Master's Degree	8pts	Master's Degree	8pts
Bachelor's Degree	5pts	Bachelor's Degree	5pts
b. Experience (Number of Years)		b. Experience (Number of Years)	
10 years and above	10pts	10 years and above	10pts
5 to 9 years	8pts	5 to 9 years	8pts
Below 5 years	5pts	Below 5 years	5pts
c. Completed Research		c. Completed Research	
5 research papers	10pts	5 research papers	10pts
3 research papers	8pts	3 research papers	8pts
1 research paper	5pts	1 research paper	5pts



B. Research Proposal (30%)

1. Understanding of the Scope of Research

The research team must provide the following:

- a. At least three (3) Statements of the Problem;
- b. Hypothesis/es; and
- c. A conceptual framework;
- d. Scope and Limitation of the study.

2. Methodology

- a. Sampling Design – this includes, but are not limited to, the determination of the sample size, response rate estimates, and the maximum sampling error.
- b. Method of Collecting Data, including list of line questions
- c. Data Processing and Analysis – this involves methods or tools to be used in the processing and analysis of data

A pool of GSCWD Personnel with Master's Degree in either Public Administration or Business Administration will be assisting in the evaluation of the submitted research proposal. Meanwhile, in evaluating the bid of the interested research team, the formula below shall be used.

C. Cost (30%)

$$\text{Cost Rating} = \frac{\text{Lowest Financial Bid}}{\text{Quoted Amount}} \times 100$$

In consideration of the quality and cost, the service provider garnering the highest rating shall be awarded with the project to work with GSCWD in gauging the customers' satisfaction to its services.

VII. RESPONSIBILITIES OF PARTIES

Responsibilities of GSCWD

- 1) To provide to the External Service Provider all the assistance it needs, i.e. data and all other information relevant for the conduct of survey.
- 2) To monitor the progress of the External Service Provider and review partial outputs of the survey.

Responsibilities of the External Service Provider

- 1) To abide by the terms of this reference.



VIII. ENGAGEMENT FEE AND TERMS OF PAYMENT

The approved budget for the Customer Satisfaction Survey is Php200,000.00 and shall be paid to the External Service Provider according to the schedule presented below.

Signing of Contract (Mobilization)	15%
Submission of Inception Report	25%
Submission of Draft Report	40%
Submission of Final Report	20%
TOTAL	100%

The Inception Report shall include the following: (1) an Introduction of the Study/Survey; (2) Methodology of the study; (3) a Time Table that presents the timeline of the activities of the study or the project milestones; and (4) the approved Survey Questionnaire and Interview Guide.

The Draft Report shall include the results of the survey and initial analysis on the same, and must be presented before the identified GSCWD Personnel. Comments and suggestions may be raised by the members of GSCWD, and the resulting resolutions may be incorporated in the final report, as they may deem appropriate. Lastly, the Final Report to be submitted to GSCWD must be according to the requirements set in Part IV "Scope of Work and Deliverables".

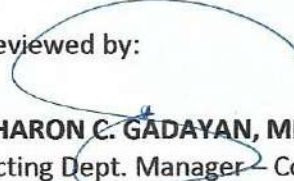
IX. CONFIDENTIALITY

Apart from the identity and all other information of the respondents of this study, the External Service Provider shall also observe confidentiality to all of the data and information provided to them by GSCWD, including this Terms of Reference. The External Service Provider shall, in no circumstance, be permitted to use the data and information provided by GSCWD for purposes other than the conduct of this customer satisfaction study. In the same manner, the survey results and the feedback gathered from the study shall also be subject to this confidentiality clause. The distribution to other entities of any of the abovementioned shall not be permitted, and appropriate actions shall be taken for any form of violation thereto.

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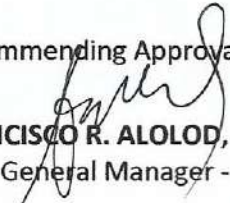

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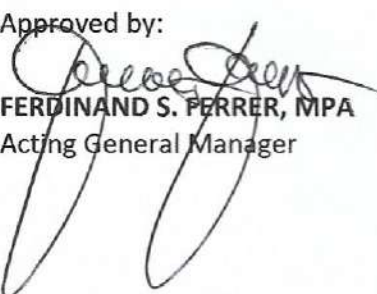
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