



Philippine International Trading Corporation

**TERMS OF REFERENCE
FOR PROVISION OF 2020 PITC CUSTOMER SATISFACTION SURVEY**

I. PROJECT DESCRIPTION

The Philippine International Trading Corporation (PITC) requires the services of a Service Provider (SP) to conduct a customer satisfaction survey for PITC.

II. BACKGROUND

PITC is an attached government-owned and controlled corporation (GOCC) under the Department of Trade and Industry (DTI) and is under the supervision of the Governance Commission for GOCCs (GCG).

In keeping with its mandate, PITC undertakes the following key businesses:

- Procurement Services for Government Clients (Defense and Government Sectors)
- Customs Bonded Warehouse Services
- Countertrade and Special Trading Arrangement Services
- Exports Services
- Imports Services

PITC Vision 2022 is the organization's long-term development plan that aims to make PITC a global state trading enterprise in support of the development of domestic industries.

As a global state trading enterprise, PITC is committed to exceed the expectations and serve the requirements of its customers, partners, suppliers and stakeholders with integrity and professionalism. It adopts best practices and ethical principles in good governance and international trading and complies with legal requirements.

It upholds its commitment to continually improve and comply with the requirements of its Quality Management System.

III. OBJECTIVES

In compliance with its Quality Management System and Performance Governance System requirements, PITC is committed to exceeding its customers' expectations through superior performance.

The PITC objectives of the survey are the following:

- a. to establish how customers/clients feel about PITC's service delivery.
- b. to determine PITC customers' needs and expectations; and
- c. to identify the gaps and areas for improvement



Philippine International Trading Corporation

IV. TARGET RESPONDENTS

The survey will focus on the Primary Customers of PITC which include government clients, export producers, manufacturers and suppliers that engage with PITC.

The size to be surveyed is at least Two Hundred (200) agencies or persons.

A comprehensive list and contact details of agencies or persons to be surveyed shall be provided by PITC.

V. DELIVERABLES AND TIMELINES

Below are the GCG enhanced standard activities and deliverables and the corresponding timelines that should be followed by the Service Provider:

ACTIVITIES	DOCUMENTS FOR SUBMISSION	TIMELINE FOR SUBMISSION
1. Pre-Test	Survey Instrument	October 12, 2020
	Stimulus Materials	
	Pre-Test Result	
	Pre-Test Report	
2. Training	Survey Instrument	October 26, 2020
	Stimulus Materials	
	Training Manual	
	Training Report	
3. Project Kick-Off / Start-Off	Survey Instrument	November 5, 2020
	Stimulus Materials	
	Observation Report	



Philippine International Trading Corporation

	Clearing/Debriefing Report	
4. Project Implementation	Supervision / Observation Report	November 9, 2020
	Field-Work Progress Report	
5. Back-Checking / Spot Checking	Back-Checking / Spot Checking Report	November 16, 2020
6. Data Processing	Spot Checking Report for Data Processing	December 1, 2020
	Data Quality Control Report	December 1, 2020
7. Analysis	Final Report	December 14, 2020

The following analyses are the minimum required information to be presented in the Final Report:

- a. Data Gathering Methodology
- b. Percentage of Satisfied Customers using Top 2 Box (Very Satisfied and Satisfied)
- c. Averaging of the Overall Satisfaction Rating
- d. Comparison of Current Year Ratings versus Previous Year Ratings
- e. 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
- f. Deriving Importance
Correlation. Derived importance may be determined by correlating the satisfaction levels of each attribute (independent variable) with the overall satisfaction rating (dependent variable), as well as other critical performance metrics. The higher the correlation, the higher the influence a particular attribute has on overall satisfaction, and hence, the more important it is.

Kruskal Analysis. The Modified Kruskal Analysis, a tool for measuring the power of attributes in driving a dependent variable, may also be used to determine derived importance. The assumption behind the Kruskal Analysis is that variables which exhibit strongly similar patterns of response to some dependent variable, such as overall satisfaction, are causally linked to them.

The analysis approach uses the concept of partial correlations, where the correlation between two variables is obtained when the effects of other variables are removed. The key argument for using such procedure would reduce the impact of collinear variables and provide more robust estimates.

- g. Plotting in Scatter Diagram. To determine where attributes will fall under, derived importance score per attribute (coefficient percentage of each variable) can be plotted against satisfaction score per attribute (either mean rating or percentage giving it a



Philippine International Trading Corporation

high rating) in a scatter diagram. The scatter diagram will be divided/sectioned by getting and crossing the mean scores of each of your axis.

VI. ROLES AND RESPONSIBILITIES

Service Provider:

1. Design an acceptable data gathering methodology to capture the views of PITC Primary customers/clients
2. Inception Meeting with PITC to discuss sampling design, procedure and techniques, methodology, protocols and work plans
3. Administer survey using approved methodology and tools agreed upon and in compliance with GCG requirements
4. Process /gather, review and analyze the data and submit report to PITC
5. SP is bound by confidentiality and shall not reveal or make available survey contents to any third party.

PITC:

1. Provide Contact List of Primary Customers as targeted respondents for the survey
2. Facilitate Meetings with the Service Provider; A team of staff will also be available for coordination and support.
3. Monitor progress of the survey conducted and submission of Report
4. Issue Certificate of Completion and Acceptance to the SP upon acceptance of Final Report
5. Process payment to SP within fifteen (15) working days upon Final Report submission

VII. RESEARCH METHODOLOGY

As per GCG, the methodology of conducting customer satisfaction survey for PITC will be through **TELEPHONE INTERVIEW or FACE-TO-FACE**.

FOR TELEPHONE INTERVIEW OR FACE-TO-FACE INTERVIEW

The selection of the respondents will be done through the systematic sampling technique using a customer list provided by the GOCC. The customer list must be complete with customer name and correct/updated details.

The procedure for systematic sampling technique for the telephone interviews is as follows:

- Step 1: Create a contact list and identify population size
- Step 2: Clean, segment, and group customers based on how data is to be analyzed
- Step 3: Identify sample size
- Step 4: Compute for sampling interval number
- Step 5: Select the respondents using interval number
- Step 6: Contact respondents for the interview

Researchers should identify a sampling interval number. The sampling interval



Philippine International Trading Corporation

number will be used to determine which of the customers in the list will be invited to participate in the survey. For example, if the sampling interval number is 10, then every 10th customer in the list will be contacted and invited. In doing so, the customers may get equal chance of getting selected to participate in the interview.

Note that for systematic sampling technique, aside from the sampling interval number, a random start number should also be identified.

In cases when the selected customer does not meet the required recruitment criteria or is not willing to participate in the survey, the interviewers should continue with the interval scheme in identifying the next customer, until the required customer sample is met.

The respondent may be interviewed instantly upon reaching him/her or an appointment may be set with the respondent. In the event that the customer is not available or cannot be reached, a maximum of two (2) callbacks will be made. If at the second callback, the customer is still not available or cannot be reached, the customer should be replaced by calling the next customer in the list, still following the interval scheme.

Substitution. Substitution of respondents (for selected respondents who are not available) will be done only after two (2) valid callbacks. Substitution will be made only with a respondent of the same socio-economic profile as the original one - same age group, socio-economic class, gender, working status and from within the same sample spot.

VIII. CONTRACT PERIOD

The contract period or term for the service described in this Terms of Reference shall be **within Ninety (90) calendar days** from the date of the acceptance of PITC's Notice to Proceed. The SP shall initiate the services not later than five (5) working days after receipt of the said Notice.

IX. APPROVED BUDGET FOR THE CONTRACT (ABC)

The ABC shall not exceed **Pesos: Three Hundred Thousand (Php300, 000.00)** inclusive of applicable taxes and shall be based on agreed contract between both parties.

X. RELEVANT ELIGIBILITY REQUIREMENTS

The SP shall provide the following eligibility requirements:

1. Company Profile highlighting related projects, scope of work (reflecting timelines, activities, and deliverables) and information about agency's operating procedures.



Philippine International Trading Corporation

2. The structure and composition of the proposed project team
3. Curriculum vitae of each of the project team members that must clearly highlight the areas of experience/competence relevant to the task and objectives of the assignment.
4. Description of the project team leader/s who played key roles in at least two (2) similar projects.
5. A track record in the survey of clients/customers of government agencies and private corporations

XI. BID PROPOSALS AND RELEVANT DOCUMENTS FOR SUBMISSION TO PITC

1. Survey Proposal
2. Quotation
3. Relevant Eligibility Requirements as stated in Section X
4. Valid and current Tax Clearance issued by BIR
5. Valid and current BIR Registration Certificate
6. Valid and current Mayor's Permit for 2020 issued by the City or Municipality where place of Business is located
7. DTI or SEC Registration
8. Valid and current Philgeps Registration

Approved by:

DAVE M. ALMARINEZ
President and CEO