



**PHILIPPINE NATIONAL OIL COMPANY**

PNO Building VI, Energy Center

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[www.philgeps.gov.ph](http://www.philgeps.gov.ph) / [www.pnoc.com.ph](http://www.pnoc.com.ph)

**REQUEST FOR QUOTATION / PROPOSAL**

The PHILIPPINE NATIONAL OIL COMPANY (PNOC) through its Bids and Awards Committee (BAC), invites all interested and PhilGEPS-registered suppliers / contractors / consultants to submit quotations / proposals for the following company requirements:

Date : **August 5, 2021**  
Project Title : **CONDUCT OF CUSTOMER SATISFACTION SURVEY FOR CY 2021**  
Reference No. : **2021-08-163**  
Total ABC : **PhP435,000.00**  
Submission Deadline: **August 13, 2021/ 5:00 PM**

Accomplished Price Quotation/Proposal and Compliance Form may be submitted through registered or electronic mail to the PNO Procurement Management Division at the above address or to [procurement@pnoc.com.ph](mailto:procurement@pnoc.com.ph) and [hdvallano@pnoc.com.ph](mailto:hdvallano@pnoc.com.ph) no later than the submission deadline together with the following documentary requirements and information:

- Mayor's/Business Permit
- PhilGEPS Registration Number
- Omnibus Sworn Statement "Annex A" (Unnotarized copy may be submitted prior to submission deadline, but the notarized one shall be submitted after award or before payment).

The PNOC reserves the right to accept or reject any or all quotations/proposals or parts thereof, to waive formality therein or to accept such or to award any that are considered most advantageous to the company.

Thank you.

**EVANGELINE B. ALBAYTAR**

Chairperson

Bids and Awards Committee

# **CUSTOMERS SATISFACTION SURVEY FOR CY 2021**

## **TERMS OF REFERENCE**

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### **A. BACKGROUND**

The Philippine National Oil Company (PNOC) was created on November 9, 1973 as a government-owned and controlled corporation to supply oil to the Philippines. Since then, its charter has been amended several times to include exploration, exploitation and development of all energy resources in the country.

In September 2014, the Governance Commission for GOCCs (GCG), citing rational and economic principles, directed the PNOC to transform itself from a mere holding company to an operating company as well. Thus, effective January 1, 2018, the PNOC assumed the operation of the Energy Supply Base (ESB) in Batangas. It is also looking at a number of potential projects to develop. Today, PNOC continues to act as the Mother company to its two (2) remaining subsidiaries, i.e., the PNOC Exploration Corporation and PNOC Renewables Corporation, which are working together to realize the PNOC's vision. PNOC has likewise taken over the programs and functions of its two (2) other abolished subsidiaries i.e., the PNOC Development and Management Corporation and PNOC Alternative Fuels Corporation (PAFC).

Since 2012, PNOC's performance has been under the monitoring and evaluation of the GCG. From time to time, several documents are being required by GCG to come up with their evaluation of PNOC's performance each year.

In its 25 June 2014 memo, GCG required the adoption of additional measures for the 2015 Performance Agreement Negotiation (PAN). One of them is the conduct of a survey to measure stakeholder satisfaction to be conducted by a third party. This is to reflect the assessment of the agency's performance on the perspective of its stakeholders and customers.

PNOC achieved a consistent rating of "very satisfactory" from the stakeholders' satisfaction surveys conducted from CY 2015 to CY 2017.

In 2018, GCG prescribed a standard survey instrument and methodology which PNOC adopted and used for its conduct of the 2018 Customer Satisfaction Survey (CSS). The company elicited a satisfactory rating from its lessees, PAFC (now called as PNOC Industrial Park or PIP) and ESB customers using the said prescribed survey instrument and methodology.

In 2019, using the same survey instrument and methodology, PNOC achieved a very satisfactory rating from the customers satisfaction survey conducted by University of the Philippines Foundation, Inc. (UPLBFI).

In view of the ongoing pandemic that engulfed our country beginning the first quarter of 2020, GCG issued a notification advising all GOCCs that the conduct of customer satisfaction survey could be done through virtual/online platform and through telephone interview. This is in response to the government's guidelines, in particular, the Department of Health (DOH)

and COVID-19 Inter-Agency Task Force (IATF) for the Management of Emerging Infectious Diseases, to observe minimum health and safety protocols to prevent and/or minimize the spread of the virus. This is also in line with the government's imposition of various lockdowns and community quarantines in the country. Hence, the PNOC Customer Satisfaction Survey for 2020 was undertaken and completed using the prescribed virtual/online survey and telephone interview. The company, nevertheless, elicited a result of "Very Satisfactory" rating for the year.

Since the conduct of survey or assessment of the company's performance will be done on a yearly basis already, there is a need to secure the services of a surveying or consulting firm anew to develop a sound and independent survey for PNOC to measure the quality of its engagement and services with its customers.

## **B. OBJECTIVES OF THE SURVEY**

PNOC aims, through the conduct of this survey, to:

- Quantify the customer-specific and overall satisfaction level.
- Determine factors and relationships affecting customers' satisfaction.
- Identify opportunities for improvement to enhance the customers' satisfaction.
- Compare the results of the PNOC CSS 2021 with the results of the 2020 survey.
- Provide recommendations and determine next steps to address identified problems and improve the company's provision of service to its customers.

The overall objective of this survey is to determine the level of satisfaction of PNOC's customers on the conduct of its projects, activities, as well as its day-to-day operation for CY 2021 relative to its engagement with its lessees, PIP locators and ESB customers.

## **C. SCOPE OF WORK**

The tasks to be carried out by the Consulting Firm in order to achieve the objectives of the project shall include, but not be limited to the following:

- Identify the services that PNOC offers to its PIP and ESB customers as well as its lessees.
- Conduct research on the pre-identified customers by PNOC through interview
- Identify areas in PNOC's commitments where ratings should be based.
- Use the GCG-prescribed survey methodology and questionnaires to accurately measure the level of customers' satisfaction
- Identify and append additional questions, as deemed necessary, to the GCG-prescribed questionnaires
- Develop a detailed work program for the conduct of the survey.
- Conduct actual survey (**online or virtual meeting/survey and telephone interview for those who do not have access to internet connection**)
- Analyze and interpret survey results.
- Formulate recommendations to enhance customers' satisfaction.
- Present results and recommendations to Management.

- Prepare documentation to include among others:
  - Revised / Updated Survey Questionnaires/Instrument
  - Proposed Work Program for the duration of the activity
  - Final report to be submitted within two weeks after completion of survey and presentation to the PNO Management.

#### **D. DURATION OF THE PROJECT**

The project shall be effective for a period of three (3) months commencing from the signing of the contract and receipt of the Notice to Proceed.

#### **E. PNO'S CUSTOMERS**

As approved by GCG, the Company considers the following as its customers:

- PNO Lessees
- PNO Industrial Park Locators
- Energy Supply Base Customers

*Note: Based on the new GCG standardized methodology for the conduct of customer satisfaction survey, the survey instrument shall cover primary customers only. Customers can be categorized as primary or secondary. Primary customers are those with direct economic transactions with the GOCC, while secondary customers are external customers who are or may be affected by business, though they are not directly engaged with the economic transactions of the GOCC. Further, the respondents should satisfy at least one of the criteria below:*

- (a) Are current / on-going customers of the GOCC*
- (b) Has a current / active account with the GOCC*
- (c) Had at least one transaction with the GOCC during the time of visit*

#### **F. METHODOLOGY**

The GCG Guidelines for Enhanced Standard Methodology for the Conduct of Customer Satisfaction Survey for 2019 shall be used together with the prescribed questionnaires provided by the Commission to the company in May 2020.

The survey instruments used in the PNO CSS 2020 could be used as a baseline and may be revised and/or enhanced based on the inputs and recommendations provided by the concerned departments. Since the country is still facing the COVID 19 pandemic, conduct of actual survey or data gathering will be done through virtual meeting or online survey and/or telephone interview, in case the respondent has no access to internet connection. This method of data gathering for 2021 is supported by the GCG Issuance of Notice dated 26 February 2021 providing "Additional Guidelines in the Conduct of the Customer Satisfaction Survey for 2021 in the GOCC Sector".

## G. DELIVERABLES OF THE CONSULTING FIRM

The following outputs are to be accomplished by the Consulting Firm:

Upon receipt of the Notice to Proceed (NTP), the Consulting Firm shall conduct an orientation to PNOC on the satisfaction survey methodologies, analysis and interpretation that it intends to use based on the GCG prescribed methodologies and standards. Within 7 days, a **Detailed Work Program** must be submitted for review and approval of PNOC. Said Work Program shall include, but not be limited to the following:

- Description of the appropriate methodology and tools to be used in carrying out the survey including sample sizes, templates, survey approach, among others.
- The GCG standardized methodology and questionnaire applicable to the company.
- Identification of the specific respondents from ESB, PIP and PNOC lessees to be surveyed / interviewed.
- A detailed timeline for the execution of the survey, and the corresponding necessary support from PNOC. The Consulting Firm shall, in all matters, work in close coordination with the PNOC.

The conduct of survey and analysis of results shall be completed based on the agreed schedule. The Consulting Firm, upon completion of the survey, shall submit a Preliminary Report to the PNOC for review. The Preliminary Report shall include, but not be limited to:

- Executive Summary
- Introduction and Background of the Survey
- Methodology – shall include, but not be limited to, sample size, survey instruments, data collection, among others
- Summary of CY 2021 Survey Results – including quantitative and qualitative analysis complete with graphical presentation for data visualization and appreciation
- Comparison of CY 2021 vs CY 2020 CSS Results
- Schedule of Customers' Verbatim Comments and Suggestions and Consulting Firm's Recommendations per type of customer
- Conclusion and Recommendation – includes the implementation program to improve customer satisfaction

After PNOC's review of the Preliminary Report, the Final Report shall be submitted and presented to the PNOC Management within two (2) weeks.

In addition to the printed Final Report, the following shall be submitted:

- A soft copy in MS Word Format (.doc, .docx);
- A soft copy in MS PowerPoint Format (.ppt, .pptx);
- A soft copy in MS Excel Format (.xls, .xlsx) of the raw dataset and Consulting Firm's statistical project files and
- A soft copy in Excel Format (.xls, .xlsx) of the verbatim commentary or open-ended responses of the stakeholders

All reports shall be submitted in five (5) printed copies (A4 size). The reports shall also include three (3) digital / scanned copies, in PDF format, of all supporting documents, pictures and

information gathered in the course of the survey in an electronic storage media (3 Thumb Drives). All filled out survey questionnaires shall also be submitted to PNOC.

#### H. REPORTING

The Consulting Firm shall make a progress report on its weekly fieldwork activities and shall submit the same directly to the Head of the Strategy Management Office (SMO) on a fortnightly (every two weeks) basis through email. Any and all other concerns of the Consulting Firm shall be directly communicated to the SMO Head by any mode of communication as the Consulting Firm may deem appropriate.

After completion of the actual survey, the Consulting Firm shall submit the **Preliminary Report to PNOC (c/o SMO) on or before December 15, 2021 for review.** After incorporating the inputs, comments and suggestions provided by PNOC, the Consulting Firm shall present the final results of the survey to the PNOC Management.

**The Final Report shall be submitted on or before January 15, 2022.**

#### I. CONTRACT

Upon signing of the contract between PNOC and the Consulting Firm and receipt of the Notice to Proceed, the schedule of payment shall be in accordance to the following schedule:

Schedule of Payment	
35%	Payable upon submission of accepted and approved <b>Detailed Work Program</b>
25%	Payable upon submission of the <b>Preliminary Report</b>
40%	Payable on the satisfactory completion of the work required under the Contract

The contract amount is inclusive of VAT and other applicable taxes, and likewise inclusive of all travel, accommodation and all other expenses of the Consulting Firm and its team during the conduct of the survey.

Funding for this customers satisfaction survey shall be sourced from PNOC Budget under "Other Services – Professional Fees".

#### J. CONSULTANT AND TEAM QUALIFICATIONS

The Consultancy Firm should conform to the Minimum Technical Requirements, to wit:

- Has considerable and extensive experience in conducting social surveys particularly customer / client / stakeholder satisfaction surveys. With at least five (5) customer /client / stakeholder satisfaction surveys completed.

- Must have experience in conducting survey in the energy sector and be familiar with the PNOC operations/services as well as the government procurement policy (RA-9184).
- Must have specific knowledge in qualitative and quantitative methods and customers satisfaction survey methodologies in particular the *GCG standardized methodology and tool for the conduct of the customer satisfaction survey*.
- With access to sufficient and working office and field equipment and software necessary for the prompt completion of the survey.
- Can commit to the timely submission of reports and project monitoring.
- Can submit the Final Report two weeks after completion of survey and presentation to the Management.

#### **K. CONFIDENTIALITY AGREEMENT**

All information obtained in the course of the survey shall be considered confidential and shall not be divulged by the Consulting Firm to any person, firm or corporation other than PNOC. The obligation under this clause shall continue notwithstanding the completion or termination of the engagement.

#### **TERMS AND CONDITIONS**

1. All entries shall be typed or written in a clear legible manner.
2. Bidder shall offer one (1) bid only. Alternative bids shall be rejected.
3. All prices offered herein are valid, binding and effective for THIRTY (30) calendar days upon issuance of this document.
4. As a general rule, price quotations to be denominated in Philippine Peso shall include all taxes, duties and/or levies payable.
5. In case of tie quotations, tie breaking shall be on draw lots or toss coin.
6. In case supplier pro forma quotation is submitted, conditions will be governed by the submitted signed Terms of Reference / Technical Specifications Sheet.

We undertake, if our Proposal is accepted, to supply/deliver the goods/services in accordance with the specifications and/or delivery schedule.

We agree to abide by this quotation/proposal for a period of thirty (30) calendar days, which is the price's validity period and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

Until a Contract or a Purchase Order is executed, this Quotation/Proposal shall be binding upon us. We understand that you are not bound to accept the lowest or any Proposal you may receive.

Signature over Printed Name : \_\_\_\_\_

Designation/Position : \_\_\_\_\_

Name of Organization : \_\_\_\_\_

Organization Address : \_\_\_\_\_

Tel No. / Mobile No. and Email Address : \_\_\_\_\_