



16 March 2018

MEMORANDUM NO. 2018-018

TO : ALL ELECTRIC COOPERATIVES

SUBJECT: POLICY ON EC CUSTOMER SATISFACTION SURVEY

I. Rationale

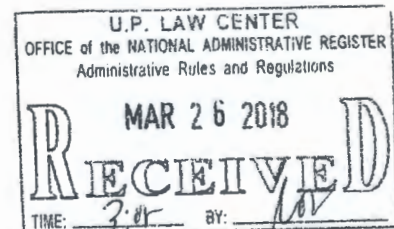
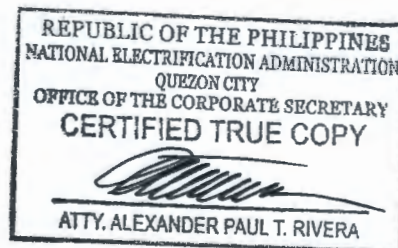
Measuring MCOs' satisfaction on the delivery of power quality, reliability and efficient electricity service through a feedback mechanism is essential to the improvement of ECs' operation.

Further, EC Customer Satisfaction Survey (CSS) is now one of the institutional parameters in the "Enhanced EC Overall Performance Assessment Criteria", issued on 25 January 2018 through NEA Memorandum No. 2018-005.

Thus, there is a need for the electric cooperatives (ECs) to gather the MCOs' feedback as a tool to establish the degree of their satisfaction in determining operational efficiency of an EC.

II. Objectives

1. To measure customer satisfaction through a feedback mechanism
2. To improve delivery of electric service
3. To strengthen linkage between EC and MCOs
4. To earn MCOs' trust and loyalty



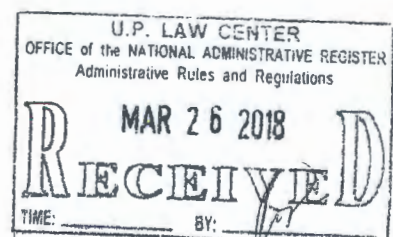
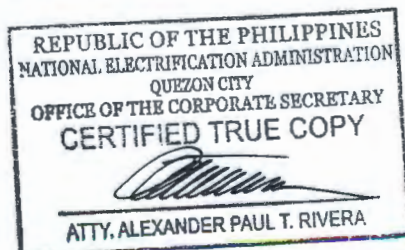
III. Mechanics of Implementation

1. The ECs shall adapt a feedback mechanism survey using google forms.
2. The feedback survey shall have the following guide questions to be applied uniformly by all ECs:
 - a. Power Reliability
 - b. Power Quality
 - c. Response time
 - d. EC Frontliners' manner of dealing with MCO
3. The feedback mechanism form shall be filled out by the MCOs using a standard form by the ECs or through online submission.
4. The CWDO shall encode the MCO feedback into the online account for those who answered using the standard form. All hard copies shall be kept on file for NEA validation purposes.
5. The ECs shall add NEA as collaborator in their google accounts. This will enable NEA to view responses of MCOs in real-time.
6. The result of the survey generated by the google form shall be the basis of EC overall rating using the following matrix:

Customer Satisfaction Index on the Proposed CSS		
Numerical Rating	Adjectival Equivalent	Point Score
4	Very Satisfactory	3.27 - 4.0
3	Satisfactory	2.52 - 3.26
2	Fair	1.76 - 2.51
1	Poor	1.00 - 1.75

Customer Satisfaction Rating as per KPS Guidelines		
Total Point Score	Adjectival Equivalent	KPS Point Score
3.27 - 4.0	Very Satisfactory	5
2.52 - 3.26	Satisfactory	3
1.76 - 2.51	Fair	1
1.00 - 1.75	Poor	0

7. The EC Customer Satisfaction Survey and submission of feedback using google form shall be issued in a separate NEA Advisory.



IV. Responsibility

The General Managers, Institutional Services Department Managers, Information Technology specialists, Area Managers and Consumer Welfare Desk Officers, and Information Officers shall be responsible in the implementation of this policy.

IV. Effectivity

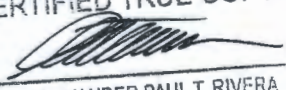
This Policy shall take effect upon filing with the University of the Philippines (UP) Law Center pursuant to the Presidential Memorandum Circular No. 11, dated October 9, 1992.


EDGARDO R. MASONGSONG
Administrator

NATIONAL ELECTRIFICATION
ADMINISTRATION
Office of the Administrator

NEA-OA250556 *# 3k2h8*

Approved by the NEA Board of Administrators in its meeting held on March 16, 2018.

REPUBLIC OF THE PHILIPPINES
NATIONAL ELECTRIFICATION ADMINISTRATION
QUEZON CITY
OFFICE OF THE CORPORATE SECRETARY
CERTIFIED TRUE COPY

ATTY. ALEXANDER PAUL T. RIVERA

U.P. LAW CENTER
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Administrative Rules and Regulations
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