



SMALL
BUSINESS
CORPORATION



Market Relevance Corp

PROJECT SBC

A CUSTOMER SATISFACTION SURVEY AMONG CLIENTS OF SMALL BUSINESS CORPORATION

(2019)

Conducted and Analyzed by Market Relevance Corp for SMALL BUSINESS
CORPORATION

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PROJECT DESCRIPTION:

The standard guidelines on the conduct of the Customer Satisfaction Survey (CSS) have been issued by GCG to all GOCCs under its jurisdiction in April 2018. With these guidelines, GCG prescribed the following:

- a. Standard methodology for the conduct and administration of the survey instrument, data encoding and processing, and analysis of survey results, as well as the research or project team composition
- b. Standard questionnaire that will be administered by trained field interviewers.

GOCCs have been classified according to the survey methodology: Method A for Intercept Interviews and Method B for Telephone Interviews. SBCorp has been classified under Method B, with target respondents identified as business organizations (MSMEs).

The survey made use of a standard and structured pen-and-paper questionnaire, and SBCorp hired Market Relevance Corp to administer the survey, and to generate and interpret the result. The survey covered primary customers or those with direct economic transactions with SBCorp.

Objectives of the Study

Below are the objectives of this study:

1. To measure customer satisfaction on the services provided by the SBCorp to its clients. This is to deepen citizen participation in government processes, particularly in the delivery of products or services
2. To provide valuable inputs to improve SBCorp's products and services

METHODOLOGY:

Method of Data Collection: Respondents were selected randomly based on the list and no. of respondents per area provided by SBGFC via Phone (Mobile/Land Line) interview.

Target Respondents for the Year: Three Hundred (300) clients - composed of Partners (3), MSME Retail = 291(P3 Retail Program = 246, P3 Kia Wia = 12, Regular Retail Program = 593) and those under the Capacity Building Program MSME (3), and Capacity Building Program F1 (3). All respondents should satisfy at least one of the criteria below:

- a. Current/ongoing customers of SBCorp
- b. Has a current/active account with SBCorp
- c. Had at least transaction with SBCorp during the time of the survey.

Sampling:

SBCorp provided MRC with the list composed of:

- a. Survey 2019 – Partners (137 records)
This list includes banks, cooperatives, microfinance institutions who have active credit lines with SBCorp under the two Wholesale Lending Programs P3 and Regular Wholesale
- b. Survey 2019 – MSME-Retail
This list includes MSME's with loan approvals/releases during the period from July 1, 2018 to June 30, 2019, presented in three tabs:
 - P3 Retail Program (4619 records)
 - P3 KIA WIA (219 records)
 - Regular Retail Program (593 records)
- c. Survey 2019 – Capacity Building (58 records)

The lists includes financial institutions who participated in the training programs of SBCorp under the Capacity Building for FIs.

We determined the number of respondent based on the lists provided and we used proportionate sampling to determine the following sample size:

Respondent	Sample Size
1. Partners	6
2. MSME Retail	291
a. P3 Retail Program	246
b. P3 KIA WIA	12
c. Regular Retail Program	33
3. Capacity Building	3
TOTAL	300

After getting the sample size per list, the sampling interval number was computed by dividing the population size by the target sample size. To illustrate, since there are n=246 names under the P3 retail program list, and the target sample size is n=246, one can get the sampling interval by dividing 4613 by 243. The interval used for the P3 retail program is 18, P3 KIA WIA is 18, Regular Retail Program is 17, CBP is 19 and Partners is 22. By using the interval and random start, the selection of respondent ensued. This is done to ensure that the respondents are randomly selected.

In cases when the selected respondent did not meet the required criteria or was not willing to participate or was unable after two valid callbacks, he or she was substituted with the next one on the list.

The Interviewer should reiterate to the respondent that they are grading the SBC's base on their experience from **July 1, 2018 to June 30, 2019**.

Survey instrument used is a structured questionnaire provided and approved by GCG.

REPORTING NOTES

Percentages	<p>All figures are in percentages</p> <p>In order to get the percentage, the raw figure has to be divided by the total base or the total number of respondents who answered that particular question.</p>																				
Mean	<p>Mean scores were also analyzed in this report. Below are the descriptive equivalent of each range of mean score.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Arbitrary Scale</th> <th style="text-align: center;">Statistical Limits</th> <th style="text-align: center;">Descriptive Equivalents</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">5</td> <td style="text-align: center;">4.5 – 5.00</td> <td style="text-align: center;">Very Satisfied/ Strongly Agree</td> </tr> <tr> <td style="text-align: center;">4</td> <td style="text-align: center;">4.00 – 4.49</td> <td style="text-align: center;">Satisfied/ Agree</td> </tr> <tr> <td style="text-align: center;">3</td> <td style="text-align: center;">3.00 – 3.99</td> <td style="text-align: center;">Cannot Say/Neutral</td> </tr> <tr> <td style="text-align: center;">2</td> <td style="text-align: center;">2.00 – 2.99</td> <td style="text-align: center;">Dissatisfied/ Disagree</td> </tr> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">Below 2.00</td> <td style="text-align: center;">Very Dissatisfied/ Strongly Disagree</td> </tr> </tbody> </table>			Arbitrary Scale	Statistical Limits	Descriptive Equivalents	5	4.5 – 5.00	Very Satisfied/ Strongly Agree	4	4.00 – 4.49	Satisfied/ Agree	3	3.00 – 3.99	Cannot Say/Neutral	2	2.00 – 2.99	Dissatisfied/ Disagree	1	Below 2.00	Very Dissatisfied/ Strongly Disagree
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Unwtd (unweighted)	<p>All the metrics were given equal importance when computing and analyzing the overall satisfaction.</p>																				

EXECUTIVE SUMMARY

There were a total of 300 Clients who were interviewed for this study, composing of the following: Partners = 6, MSME Retail = 291 and CBP = 3. MSME Retail is breakdown to following programs: P3 Retail Program = 246, Regular Retail = 33 and P3 KIA WIA = 12. After doing systematic randomization with the list, there were 40% of respondents coming from Visayas, 32% from Mindanao, and 28% from Luzon.

Small Business Corporation received an overall satisfaction score of 97%; with 71% of their clients feeling very satisfied and 26% feeling satisfied. This yielded a mean score of 4.7 which is equivalent to a descriptive rating of very satisfied.

The SBCorp was able to assist them in helping improve their business/livelihood are the most mentioned reasons of the client for being satisfied with the agency. Another strong point is it has a competitive interest rate versus other lending institution. The efficiency and responsiveness of SBCorp's staff being friendly, approachable and supportive are also appreciated by the respondent. Faster processing procedures and release of loans are the other strong points mentioned by the respondents.

Those respondents who gave negative comments (6%) with SBCorp have problem with the loan release.

Moreover, the respondent strongly agrees that the staff of SBCorp treats customers with respect and appears neat, well-dressed and professional.

On financing loans, the strong aspects of SBCorp are documents requirements are reasonable, loan terms and conditions are clear and reasonable, documents issued are free from defects or typographical error and client information is kept confidential.

99% of the 180 respondents, who underwent training for SMEs, are agreeing with the seminar given to them by SBCorp with regards to the aspects given. They find it useful and helpful in improving their business.

Almost all respondents (99%) strongly agree that information from SBCorp is easy to obtain, clear, and relevant. There were only 43 respondents who visited SBCs website but among those, nine out of ten are agreeing with the aspects that it is accessible, contains relevant information and user-friendly. There is a need to increase usage and awareness on the website of SBCorp.

Almost all of the respondents have positive feedbacks with the facilities of SBCorp they have visited.

SBCs Information desk and DTI Branch are the most cited sources of information by the respondents about SBCorp.

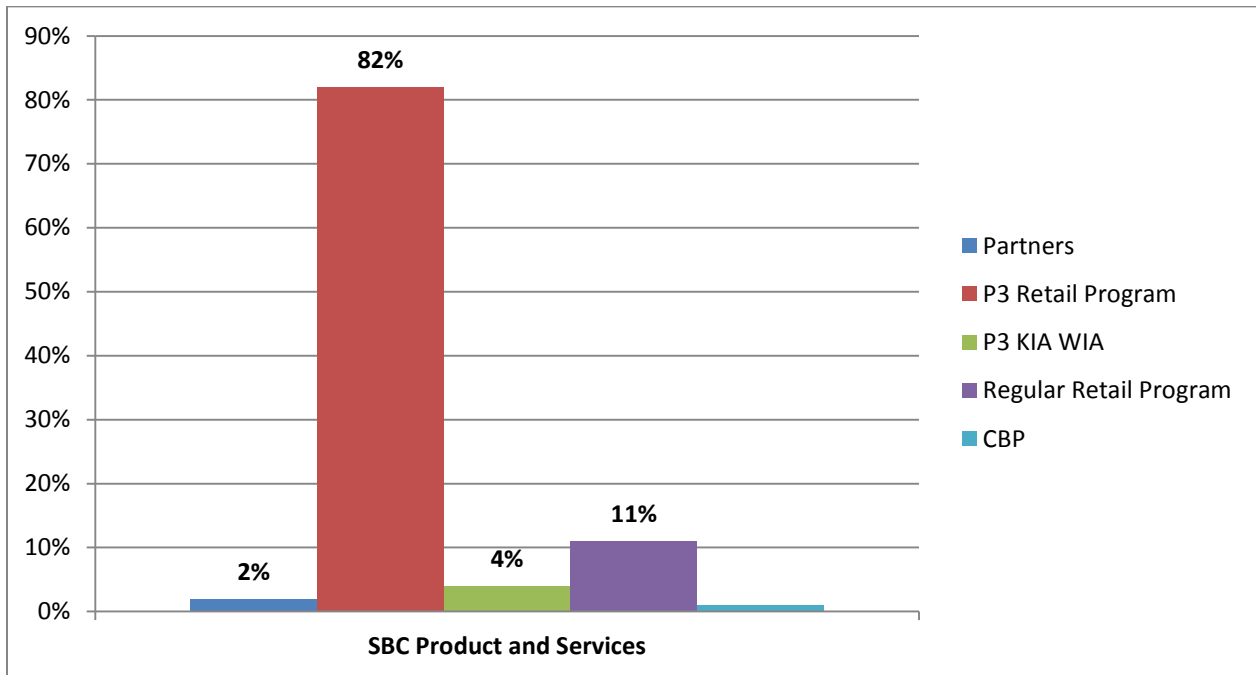
While more than half (60%) of the stakeholders do not have any more suggestions for SBC on how they can further improve their services, less than half have suggestions on how SBC can further develop as an agency.

The suggestions, which received more than 10% mentions, and should be urgently looked into, are on higher credit limit/loan amount and Processing time

DETAILED FINDINGS

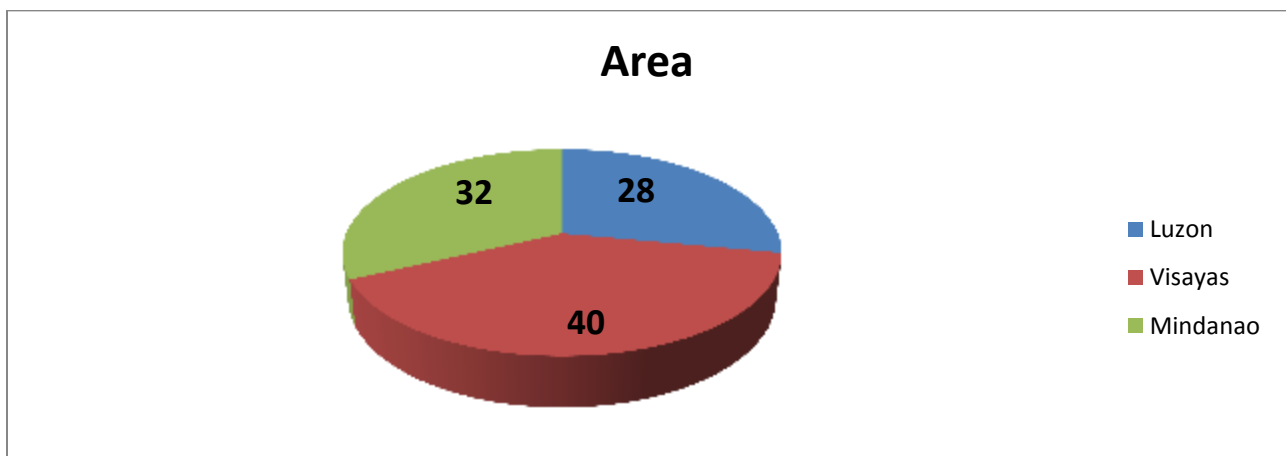
I. Respondent Profile

Most of the respondents interviewed are from P3 Retail Program.



Base: Total interviews (n=300)

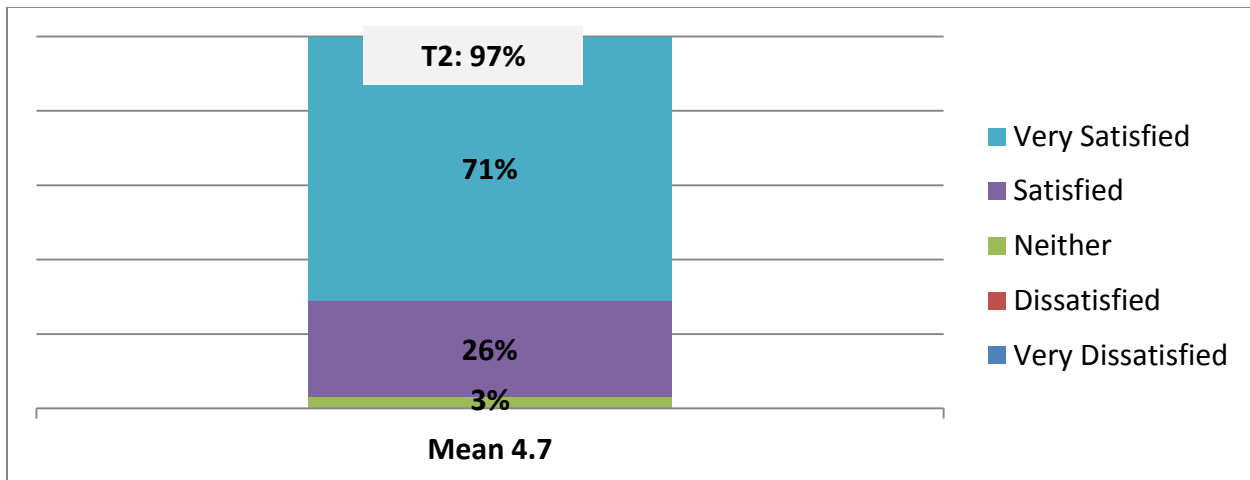
40% of the respondents are from Visayas while 32% are from Mindanao, and 13% from Luzon.



Base: Total interviews (n=300)

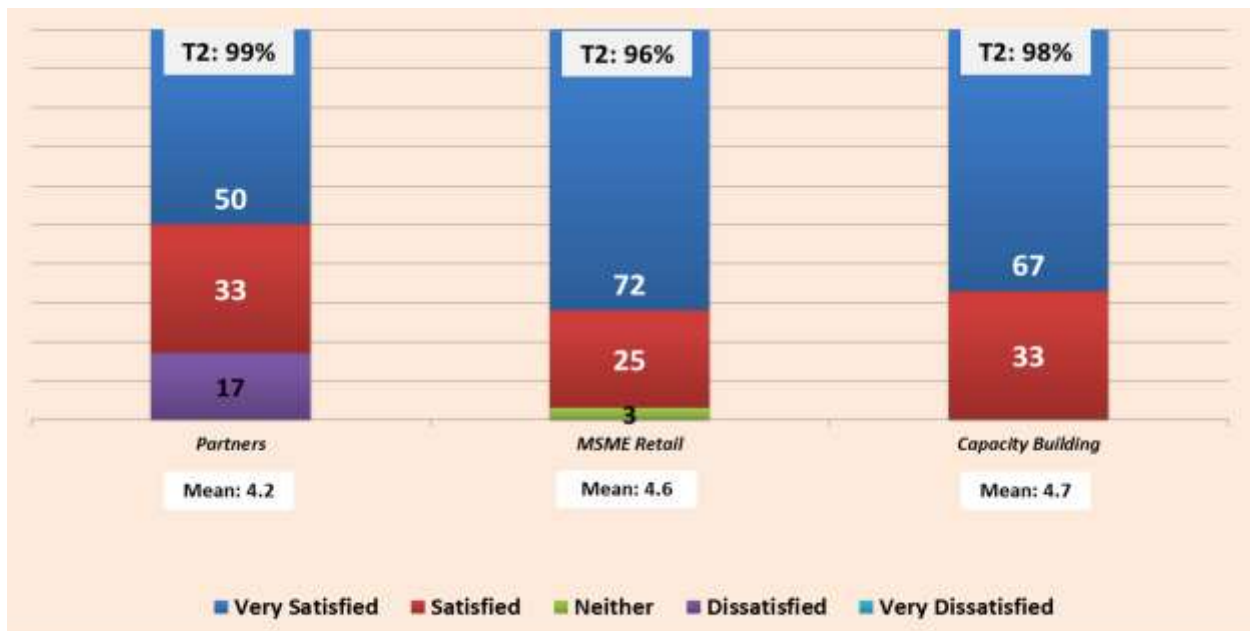
Q1. OVERALL SATISFACTION RATING

Based on the results 97% of the clients interviewed are satisfied with the services of Small Business Corporation, with seven out of ten respondents feeling very satisfied and almost three out of ten feeling satisfied. There are three percent of the clients, who are unsure if they are satisfied or not. This yielded a mean score of 4.7, which has a descriptive equivalent of very satisfied.



Base = Total Interviews (N=300)

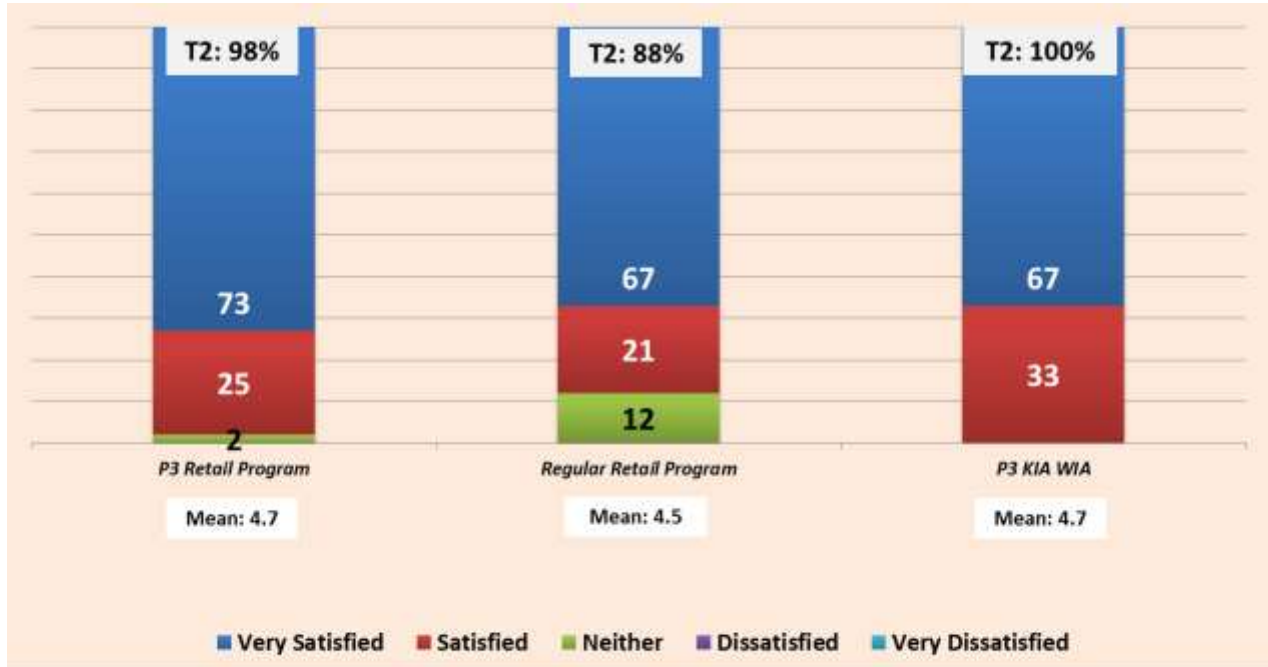
OVERALL SATISFACTION RATING – By Category



Base: Total Interviews (n=300 (Partners = 6, Retail = 291, Capacity Building = 3))

OVERALL SATISFACTION RATING – MSME – Retail

Out of the 33 clients interviewed under regular retail program there are 12% who are unsure if satisfied or not satisfied.



Base: Total MSME-Retail (n=291 (P3 Retail Program = 246, Regular Retail Program = 33, P3 Kia WIA= 12))

Q2. REASONS WHY SATISFIED OR NOT SATISFIED ON SBC PROGRAM

Majority of the respondents are satisfied with SBC Corporation because it helps improve the business/livelihood “Nakakatulong sila sa katulad namin dahil nadadagdagan ang aming puhunan/nadagdagan ang capital”.

The Respondent also liked the interest rate of SBCorp they said it is much lower than the bank. They also liked how the staff responds; they were accommodated and their queries and concerns were answered by SBCorp staff.

	Total
POSITIVE COMMENTS	99%
On Interest Rate	41
Maliit na maliit ang interest 3% / Mababa ang interest 3%	5
Mas Mura ang interest 2% lang per annum / 2% lang per annum	15
2.5% lang ang interest	9
Payment Terms	7%
On Staff	33%
Very accomodating kapag tumawag ka ma a-accomodate ka kaagad	12
Sumasagot agad sila sa mga queries/nasasagot ang mga queries ko tungkol sa papers ko	7
Madaling Pakiusapan kapag nadedelay/hindi sila nang-aaway	4
Nag uupdate sila kung may pagbabago sa system bawat withdraw kailangan na liliquidate ang fund at nirereport sa kanila	3
Helps Improve the Business/Livelihood	50
Nakakatulong sila sa katulad namin dahil nadadagdagan ang aming puhunan/nadagdagan ang capital	28
Napahiram kami ng (IE. P10k, 15k, 20k, P10-39K)	20

Faster Processing Procedures - Net	21
Release of loan – Sub Net	17
Only 1 month release after completing all requirements/1 month release na agad	6
Requirements – Sub Net	5
Hindi Marami ang requirement (Business Permit, Brgy Permit, DTI)	3

Base: Total who gave positive comments (N=298)

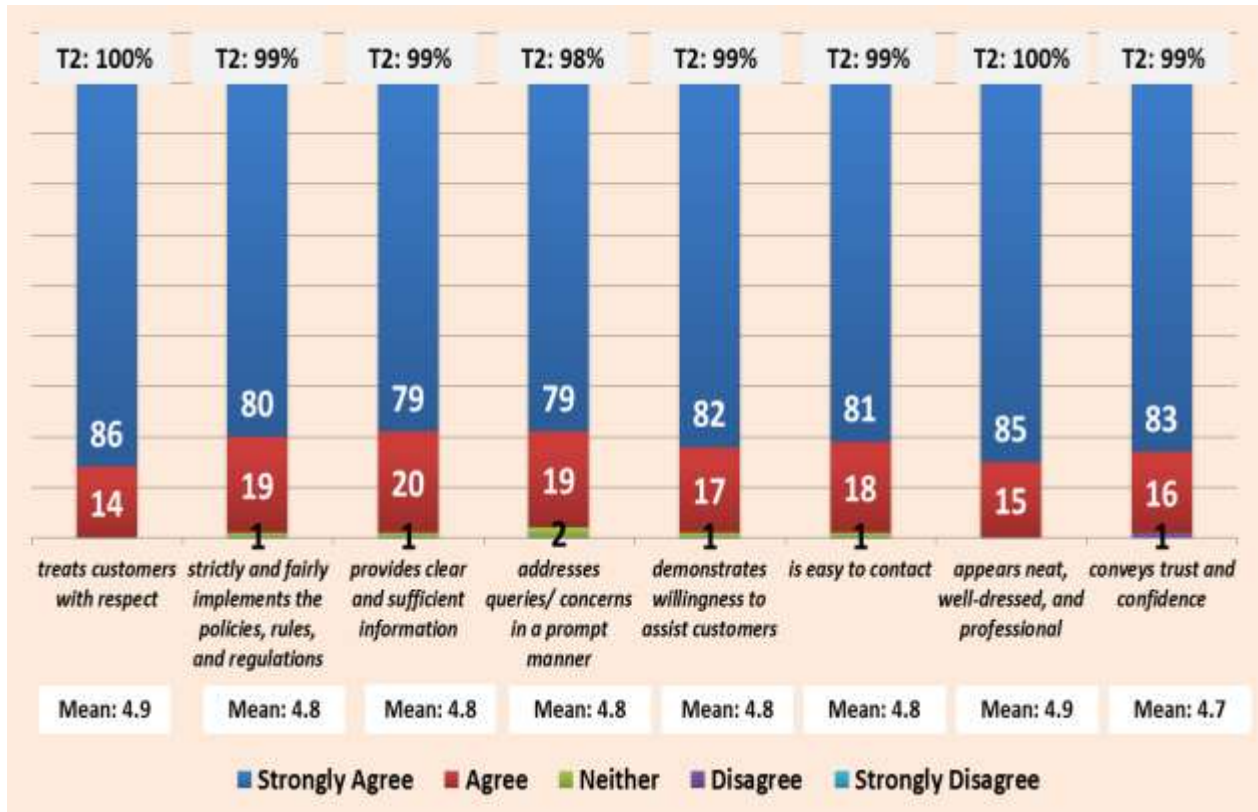
The top reason for the negative comments is regarding the timing of the loan processing especially on the loan release

	Total
NEGATIVE COMMENTS	6%
On Requirements	1
Loan Approval	1
Loan Release	2

Base: Total who gave negative comments (N=18)

Q3. STAFF AND ORGANIZATION

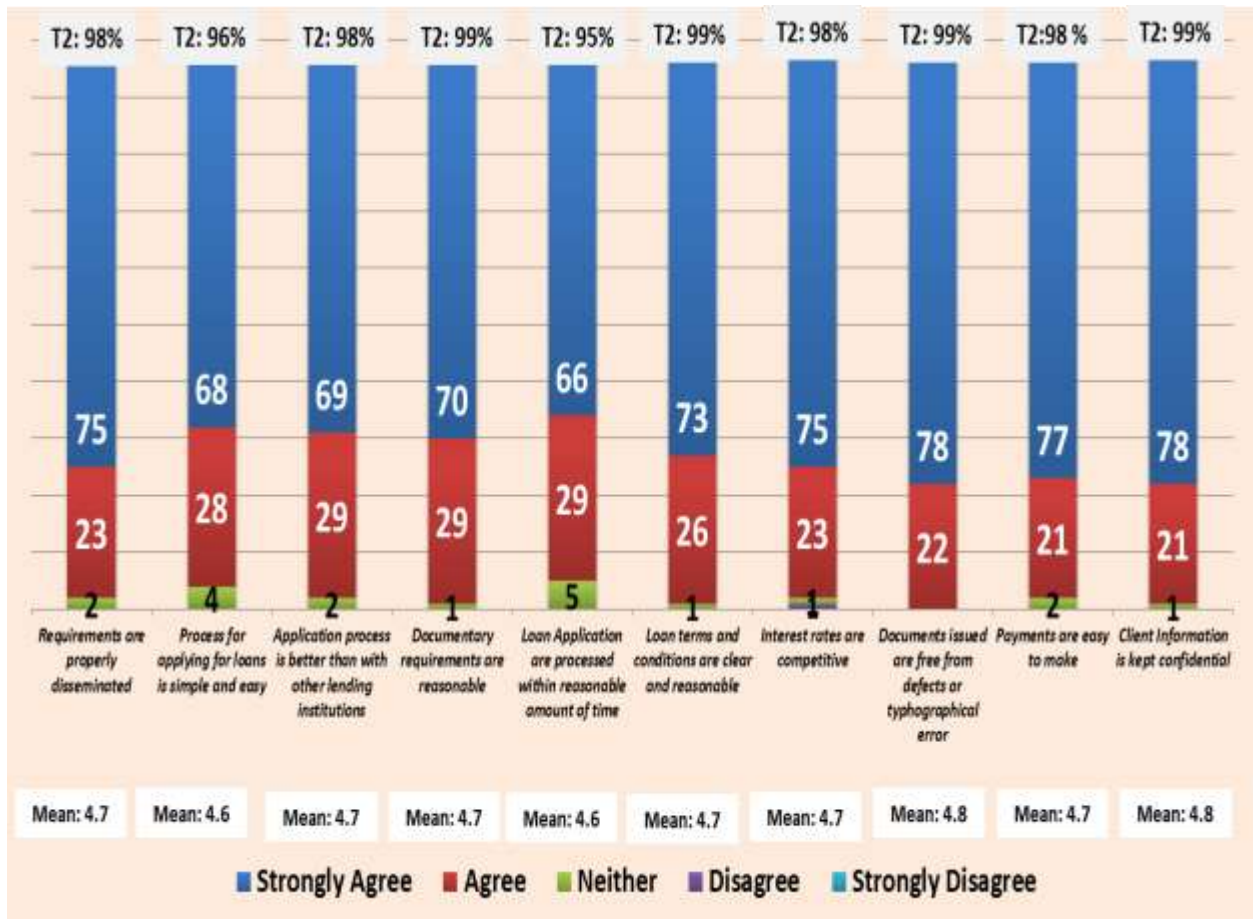
Almost all of the stakeholders (lowest at 98%) strongly agree that the staff of SBCorp are respectful, strict and fair when implementing policies, rules, and regulations, gives clear and sufficient information, responsive and prompt in addressing queries, willing to assist customers, easy to contact, delivers as agreed, and professional looking.



Base: Total Interviews (n=300)

Q3. FINANCING LOANS

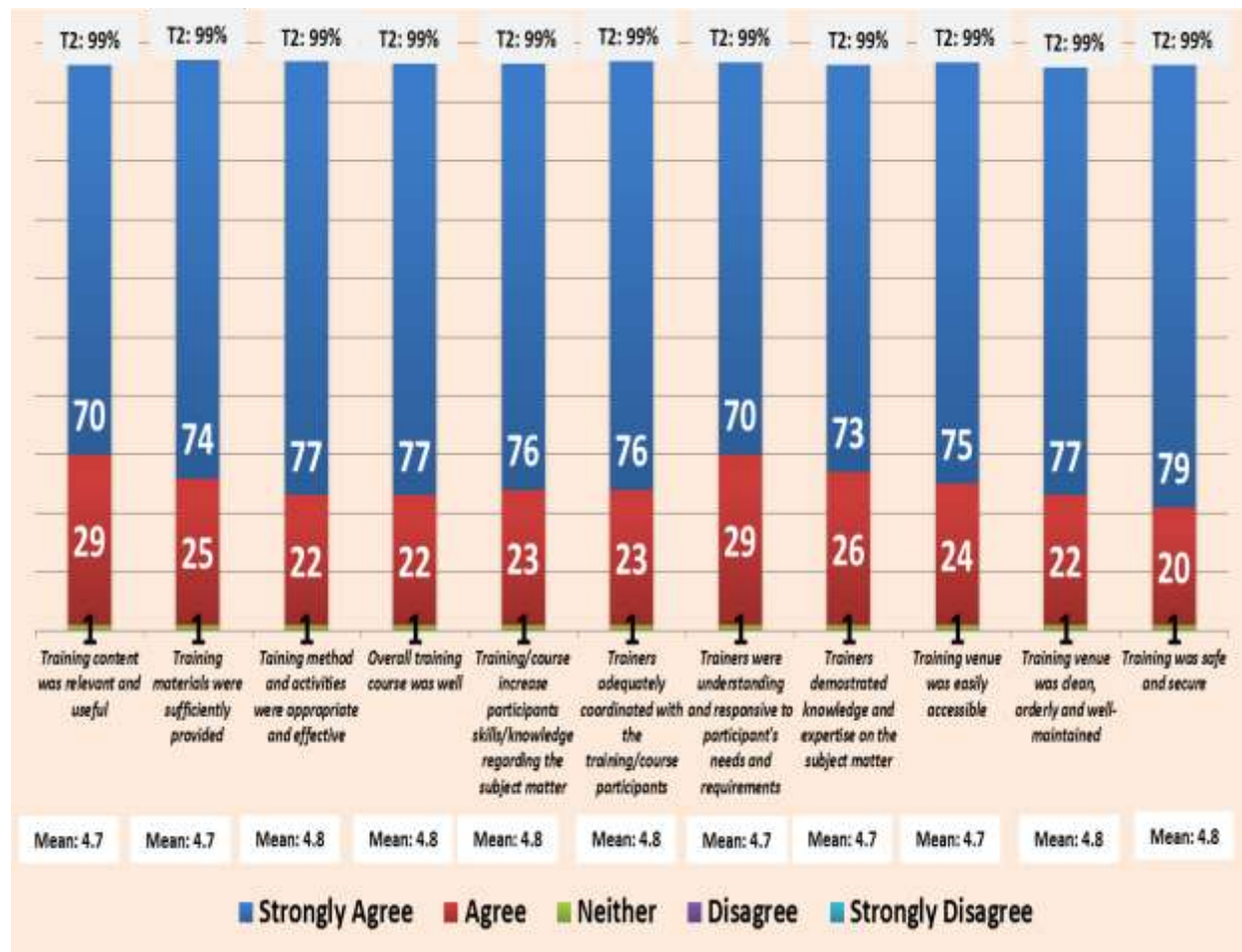
Similar to the previous dimensions, almost all of SBC’s client (at least 96%) strongly agree that the financing requirements are properly disseminated and reasonable, that the process of applying is simple and easy, that the process is better than other lending institutions, that the application is processed within a reasonable amount of time, that the T&C are clear and reasonable, that the interest rates are competitive, that the documents issued are free from defect or errors, that payments are easy to make, and that their information is kept confidential.



Base: Total Interviews (n=300)

Q3. TRAINING FOR MSMEs

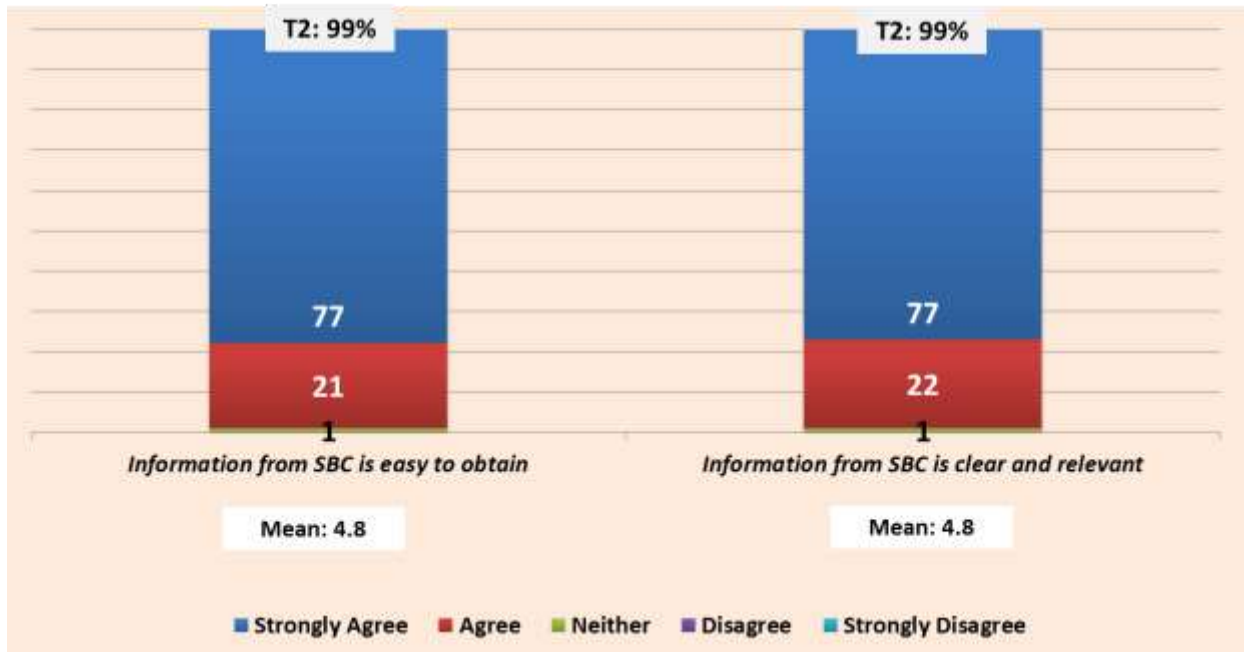
At least 99% of the stakeholders who undergo training from SBC strongly agree that the Training content was relevant and useful, materials were sufficiently provided, method and activities were appropriate, overall training was well, training/course increase participants skills/knowledge regarding the subject matter, trainers adequately coordinated with the training course participants, trainers were understanding and responsive to participant’s needs and requirements, trainers demonstrated knowledge and expertise on the subject matter, venue was easily accessible, venue was clean, orderly and well maintained and was safe and secure.



Base: Total Interviews (n=180)

Q3. INFORMATION FROM SBCS

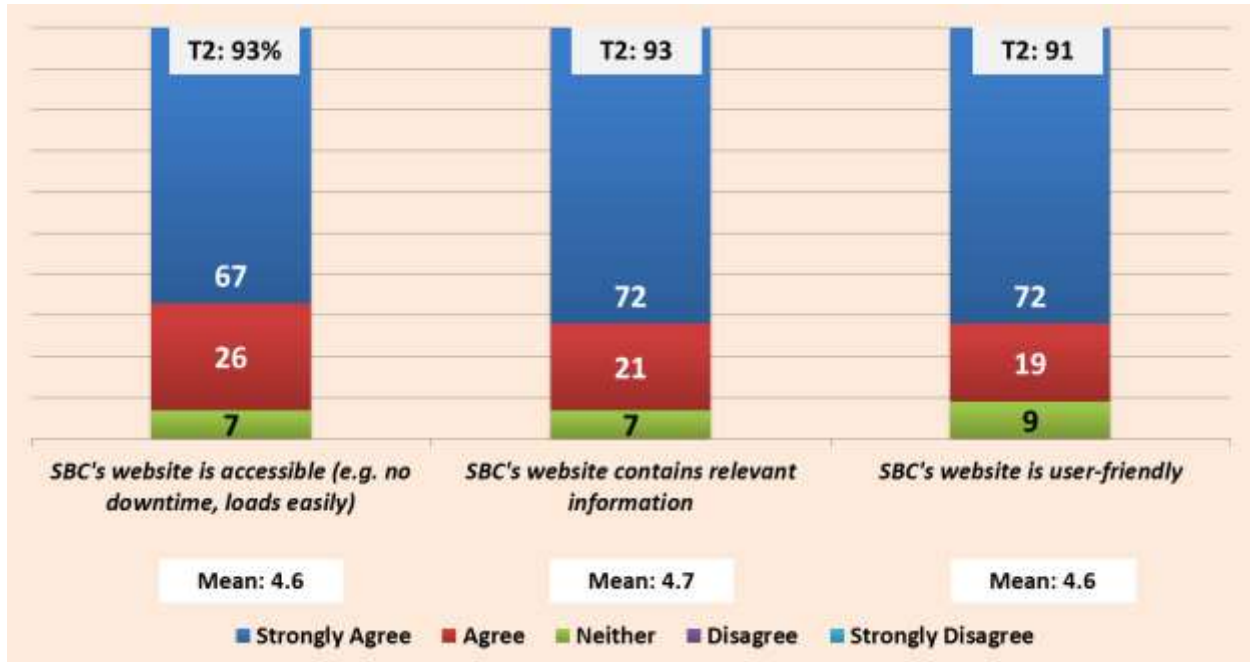
Almost all of the Respondent (99%) strongly agree that information from SBCorp is easy to obtain, clear, and relevant.



Base: Total Interviews (n=300)

Q3. SBCORP WEBSITE

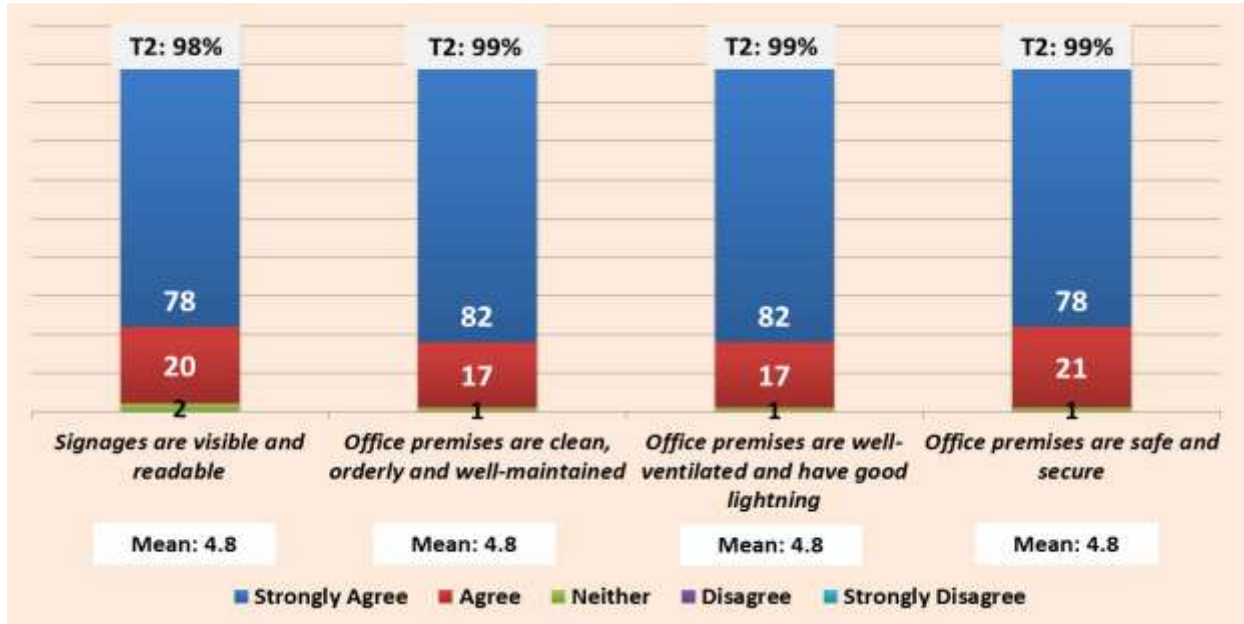
Only few are aware with the SBCorp website (43) but among those who are aware of the website and were able to use it, nine out of ten respondents agreeing that the website is accessible, contains relevant information and is user-friendly.



Base: Total Interviews (n=43)

Q3. FACILITIES

With almost everyone having visited SBC’s facilities already (95%), they strongly agree that the signages are visible and readable, that the premises are clean, orderly, and well-maintained, that the premises are well-ventilated and have good lightning, that the premises are safe and secure, and that the office has separate lanes for senior citizens, PWDs, and pregnant women.

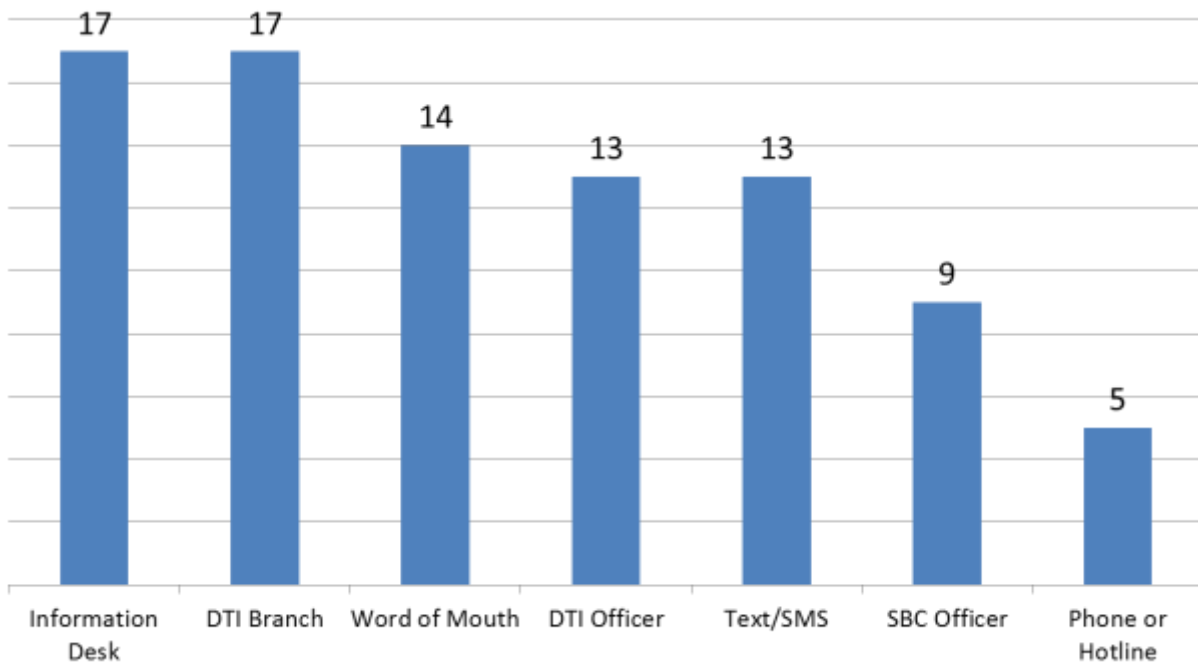


Base: Total Interviews (n=284)

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Q4. SOURCE OF AWARENESS

When the respondents were asked where they most often get their information about Small Business Corporation and its services, 17% of the respondents get their information from information desk and DTI branch followed by word-of-mouth, DTI Officer, text and SMS, SBC officer and phone and hotline



Base: Total Interviews (n=300)

Q2. SUGGESTIONS AND IMPROVEMENT FOR SBC'S SERVICES

While more than half (60%) of the stakeholders do not have any more suggestions for SBC on how they can further improve their services, less than half have suggestions on how SBC can further develop as an agency.

The suggestions, which received more than 10% mentions, and should be urgently looked into are on higher credit limit/loan amount and Processing time

	Total
Higher Credit Limit/Loan Amount	13%
Madagdagan pa ang credit limit (acg)/Lakihan pa ang loan	10
Processing Time	10
Sana mas mabilis ang release ng loan (acg)/Mabilis na proceso ng pag release ng loan	3
None/Can't say	60

Base: Total Interviews n=300

Questions?

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