



PROCUREMENT OF SERVICES FOR THE CONDUCT OF THE 2021 NPC CUSTOMER SATISFACTION SURVEY

Final Report



3/11/2022

This report details the results of the 2021 Customer Satisfaction Survey of the National Power Corporation.



EXECUTIVE SUMMARY

The 2021 Customer Satisfaction Survey (CSS) of the National Power Corporation (NPC) was undertaken primarily to measure the current level of customer satisfaction as well as determine the drivers of overall satisfaction for NPC services. The project adhered to the “Guidebook for GOCCs on the Enhanced Standard Methodology for the Conduct of the Customer Satisfaction Survey (CSS)”, with data collection facilitated in the second year of the COVID-19 pandemic. The questionnaires collected both quantitative and qualitative data and were facilitated solely through telephone interviews.

A total of 122 respondents participated in the main CSS, which excludes the 10 pre-test respondents. The majority of the respondents have been recipients of NPC services for more than 10 years already. Office visits and phone calls were the two most common mediums of transacting with NPC. The phone hotline seconded by the company website prevailed to be the top primary source utilized by the respondents to obtain information about NPC and the services it offers.

The total overall satisfaction mean rating for 2021 is 4.23, corresponding to a “Very Satisfied” overall rating, with 90.16% of the total surveyed respondents awarding NPC with a positive (i.e., either a “very satisfied” or “satisfied”) satisfaction rating.

NPC’s professionalism and reliable service delivery account the most for the satisfaction level of the respondents. NPC’s staff, Quality Electricity, Better Information and Communication, Website Information and Communication, Proper Complaints Handling and Records Keeping, Products and Services, General Products and Services, Facilities and CSR initiatives were all significantly correlated to customers’ satisfaction. Regression analysis showed that Staff and Complaints Handling and Records Keeping likewise significantly predicted the overall satisfaction of the NPC customers. Complaints Handling and Records Keeping, Electricity, and UC Subsidy Processing were deemed as critical areas for improvements as illustrated in the derived importance grid.