



Small Business Corporation

CLIENT SATISFACTION SURVEY

**PREPARED BY:
PSYCHLINK
CONSULTING**



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Summary of Results

1. This client satisfaction survey involved randomly (systematic sampling) chosen 500 clients of the SB Corporation who transacted business from January 1 to December 31, 2022. These clients are from the different provinces of the country.
2. Results reveal that 99% of the clients who participated in the survey are satisfied with the services provided by the SB Corporation. This positive feedback can be attributed to several factors including faster loan processing, approval of loan, and Corporation's significant help in MSMEs' recovery or expansion amidst the COVID-19 pandemic.
3. SB Corporation was able to maintain its satisfaction rating. In both 2021 and 2022, the Corporation got a 99% satisfaction rating from its clients.
4. The client respondents had high satisfaction rating on items related to its staff and information and communication. The clients found the staff to be helpful, accommodating, friendly, and patient. Moreover, as presented in the results section of this report, the clients gave high satisfaction rating on SB Corporation's website. This can be due to the fact that most transactions were done online to minimize close contact and avoid COVID-19 virus transmission.
5. Despite the fact that many respondents find the loan processing easy and fast, some of them still recommended that the processing can still be shortened and be made faster.
6. One of the recommended ways to make the services of the SB corporation accessible to the public, especially those who are not internet/computer savvy, is to open branches or satellite offices in the localities. It was likewise suggested to offer face-to-face business transactions.
7. Another suggestion is to improve the communication channel and the sharing of information ensuring accuracy and completeness.
8. Some clients were not very satisfied with the financing services of SB Corporation due to disapproval of desired loan amount. To avoid misunderstanding, the SB Corporation needs to clearly explain policies related to loan approvals.
9. To make the program inclusive, it was suggested that intensive information dissemination campaign can be done so that other entrepreneurs can avail of the services of the Corporation.



Results of the Client Satisfaction Survey

The Client Satisfaction Survey was conducted from February 15, 2023 to March 11, 2023. The average length of the phone interviews is 13 minutes and 9 seconds. The average age of the respondents is 42 years old. Many of the respondents are aged 31 to 50 years old (see Table 12). Majority of the respondents are female (n=330). Male respondents constitute 33% of the total respondents (n=164). This result is perhaps indicative that the MSMEs in the country are mostly operated by women entrepreneurs (i.e., feminization of MSMEs).

Table 12. Age of Respondents (n=491)

Age Range	f
20-30 Years Old	48
31-40 Years Old	161
41-50 Years Old	157
51 and Above	120
No Response	14

Characteristics of the MSMEs

An overwhelming majority of those who participated in the survey manage either micro or small businesses with 1 to 99 employees (see Table 13). All but 3 are domestic owned-enterprises. Given that they have micro to small businesses, majority of the respondents' assets (99%) fall in the category of "15,000,000 PhP or lesser." The average number of employees is 6, ranging from 1 to 500.

Table 13. Characteristics of the MSMEs

Variables	f	%
Size		
1 to 99 (Micro/Small)	495	99
100 to 199 (Medium)	3	0.6
200 and up (Enterprise)	2	0.4
Type		
Foreign	3	0.6
Domestic	497	99.4
Asset		

Micro/ Small (P15,000,000 or less)	485	97.4
Medium (P15,000,001 - P100,000,000)	13	2.6
Enterprise (P100,000,001 and above)	2	0.4

Mean Number of Employees: 6; Range: 1-500

Characteristics of the Clients

Most of the respondents are owners or primary decisions makers of their company (94%). However, there are MSME owners who share such responsibility with other members of the company (40%). Although 470 of the respondents claimed that they are the primary decision-makers, only 292 respondents claimed that they indeed decide solely for the company. Half of them have availed of the services of SB corporation for less than a year. A little more than 50% of the respondents have been in the organization for 3 to 10 years.

Table 14. Characteristics and Role of Respondents in the Company

Item	f	%
Role in the Company		
I am the owner/primary decision-maker in the company.	470	94
I am the primary person in- charge of dealing / transacting with SBC.	30	6
Participation in Decision Making		
I alone decide for the organization.	292	58.4
I share with someone else the decision- making process for the organization.	199	39.8
I do not have any say when it comes to the decision-making process for the organization.	9	1.8
No. of Years Have Been Availing Services from SBC		
Less than a year	268	53.6
1 - 2 years	176	35.2
3 - 5 years	52	10.4
6-10 years	2	0.4
More than 10 years	2	0.4
Position		



Owner	386	77.2
Manager/Head	97	19.4
CEO/President/Chairperson/Director	4	0.8
Account Officer/Finance Officer/Bookkeeper/Admin Officer/Auditor	7	1.4
Office Staff	3	0.6
Business Partner	1	0.2
No Answer	2	0.4
Years in the Organization		
Less than a year	4	0.8
1-2 years	67	13.4
3-5 years	178	35.6
6-10 years	131	26.2
11-15 years	55	11
16-20 years	25	5
21-25 years	24	4.8
More than 25 years	14	2.8
Don't know/refused	2	0.4

Services Availed and Sources of Information on SB Corporation

The respondents were asked to identify which services they availed from SB Corporation in the year 2022. As can be gleaned from the table 15, many (n=476 out of 500) of the clients transacted business with SB Corporation for the purpose of applying for a loan. There are also clients who transacted business with the Corporation in order to receive approved loans (loan release) (almost 100%). Other clients engaged in transactions related to loan repayment, loan renewal, and inquiries/queries/complaints.

Most of the clients transacted business thru email or telephone calls. Some clients reported that they visited the Corporation's website or contacted SB personnel via smart applications and web-based applications in order to initiate a transaction. Other means to communicate with the Corporation include office visits and SMS messages. The major sources of information of the respondents regarding the services of SB Corporation include the DTI offices, including its Negosyo Center, its website, clients' friends, and the various social media platforms.



Table 15. Services Availed and Sources of Information

Variables	f
Services Availed (Multiple Response)	
Loan Releasing	496
Loan Application	476
Loan Repayment	143
Inquiries/Queries/Complaints,	81
Loan Renewal	1
Loan Repayment	1
Manner of Transaction (Multiple Response)	
Send email	378
Phone call	360
Visit website	274
Chat using apps (e.g., Viber, WhatsApp, Line, Facebook messenger, Skype, etc.)	196
Office visit	149
Send text/ SMS message	117
Mail delivery	6
Connected to their social media accounts (e.g., Facebook, Twitter, LinkedIn, Instagram, etc.)	5
Negosyo Center	4
Zoom Meeting	1
Major Source of Information about SB Corporation (Multiple Response)	
DTI (Negosyo Center, LGU, Region)	242
Website	73
Friend	56
Social Media (Facebook, YouTube,)	47
TV, Radio, Flyer, Newspaper, Bulletin	13
Email	11
Conference	10
LGU/Barangay Officials	15
Hotline	8
Information Desk	7
Relatives	5
SBC	3
Government Agency (OWWA, DBP)	3
Company	2



Overall Satisfaction Rating

The respondents were asked about their overall satisfaction rating. To compute this, the researchers combined “satisfied” and “very satisfied” responses. This is also the same with the “disagree” and “strongly disagree” responses. Neutral responses were no longer included in the computation as it is neither satisfied nor dissatisfied. Results of the survey indicate that 99% of the clients involved in the survey were satisfied with the services they received from SB Corporation.

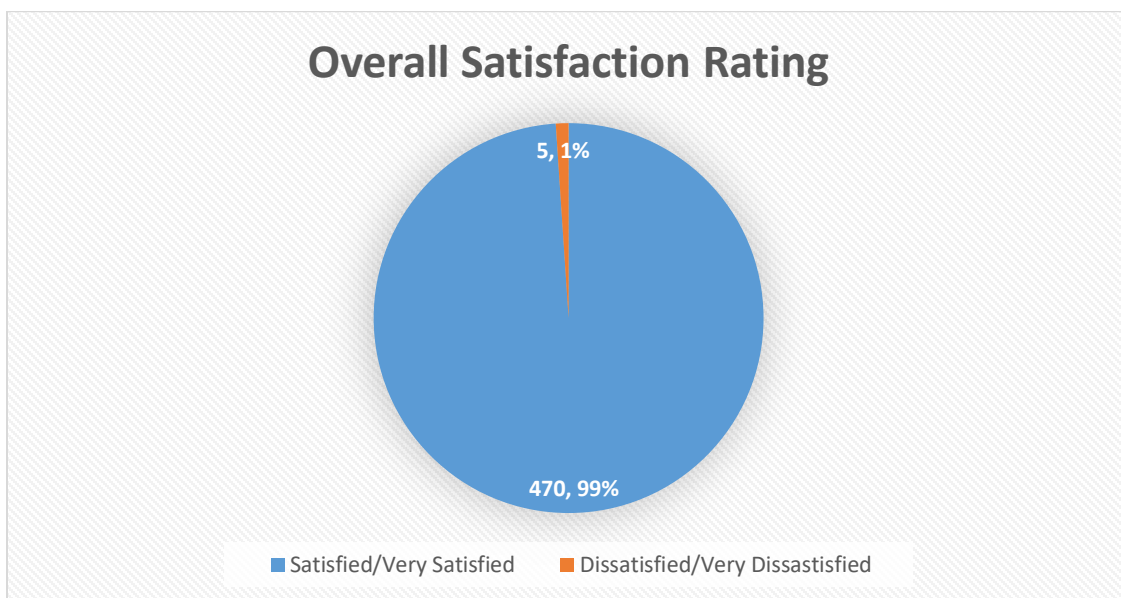


Figure 1. Overall Satisfaction Rating of SB Corporation Clients in 2022

Despite the pandemic, the SB Corporation managed to maintain its high satisfaction rating. In fact, as can be seen in figure 2, the Corporation’s rating remained the same for the years 2021 and 2022. Satisfaction rating prior to the pandemic is slightly lower compared to the years 2020 to 2022. This means that the Corporation was able to address the needs and concerns of its clients despite the absence of face-to-face transactions.

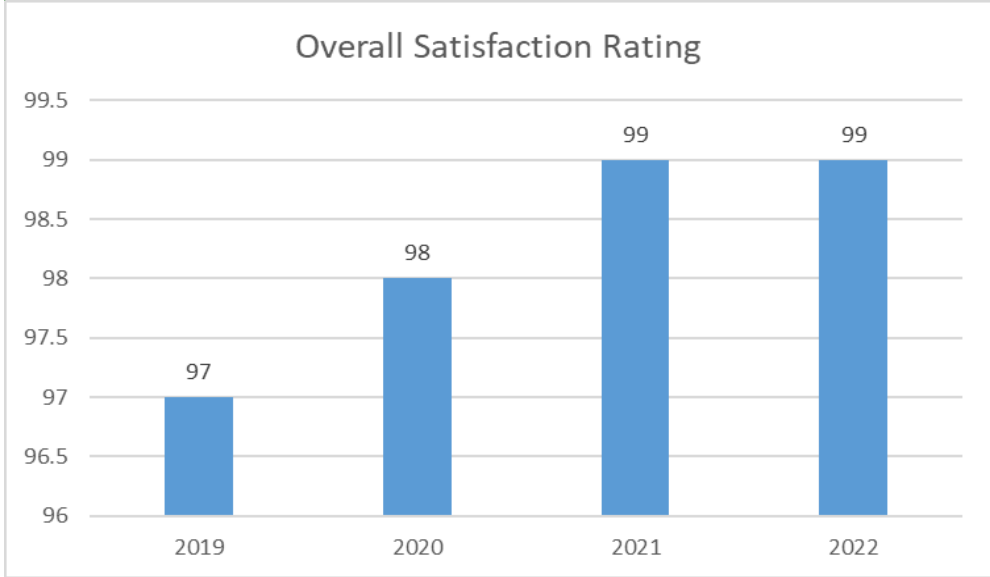


Figure 2. Overall Satisfaction Rating of SB Corporation Clients from 2019-2022

The client respondents were also asked to provide explanations regarding their rating. The responses can be divided into two, namely, positive comments and areas that need improvement. Although they are generally satisfied, some clients mentioned some areas that can still be improved further. Many of the respondents consider the services of the SB Corporation to be very helpful, especially in the time of the pandemic. These services helped some clients start up their businesses.

Other clients appreciated how SB Corporation’s services helped them to continue their business, to recover from the pandemic, or to ensure the sustainability of business operations. Many of the clients, likewise, appreciated the quick and easy processing of a loan. Other reasons for the high rating include approval of loan, no to low interest rate, additional capital, excellent service, longer payment terms, and a grace period.

Table 16. Reasons for the Rating (Positive)

Reasons	f
Helpful in business (start up, business continuity, business recovery during the pandemic, sustainability)	161

Quick/prompt processing of loan application and release/fast approval/no hassle/easy to apply/convenient	114
Loan approved (desired amount was granted)	41
Lower interest rate/no interest	41
Additional capital	40
Satisfied in the services received/excellent service	36
Grace period/longer payment terms	24
Staff are friendly, accommodating, patient, considerate, courteous and helpful	21
Concerns, queries, and requests were addressed promptly and effectively	19
Accessible and easy to contact	4
Easy payment scheme/terms	3
No problems encountered in the processing of application	2
No hidden charges/no collateral	2
Not coercive when it comes to bill collection	1
Reasonable documentary requirement	1
Staff are making constant follow-up	1

Not necessarily dissatisfied, some clients expressed that their proposed amount of loan was not approved. Hence, they wish that the Corporation would consider changing the rules as regards to how much loan should be approved depending on the capacity of the MSMEs. Some expressed concerns regarding the delays in the release of loans, problems related to inadequate information or miscommunication, delays in responding to queries and record updates, difficulties in making and monitoring payments, and behavior of the staff (i.e., not approachable).

Table 17. Reasons for the Rating (Needs Improvement)

Reason	F
Only a small amount of loan was granted/desired amount not granted/second loan not granted/loan not granted	22
Delayed release of loan; Slow processing of loan	9
Miscommunication; lack of communication; hard to understand instructions; hard to contact	8
Delayed response to query/approval	7
Delay in record update/application status update	2
Difficulty in making payment	1



Staff not approachable	1
Cannot monitor payments	1

Satisfaction Rating by Domain

The Client Satisfaction Survey (CSS) covered seven areas, namely, (a) Complaints Handling and Record Keeping, (b) Facilities, (c) Training for MSMEs, (d) Financing, (e) Information and Communication (General), (f) Staff and Organization, and (g) Information and Communication (Website). The domain that had the highest satisfaction rating is the Corporation’s website. As described earlier, many of the clients visited the website for information seeking and for transacting business with the corporation.

Although the difference is not significant, the domains that came next to the Corporation’s website are staff and organization, information and communication, and financing. Domains with relatively lower mean scores are training of MSMEs, facilities, complaints handling, and record keeping. These results have to be taken with caution. Only very few respondents have actually visited the SB Corporation Facilities/DTI offices, attended training for MSMEs, and lodged complaints. These could have affected the assessment.

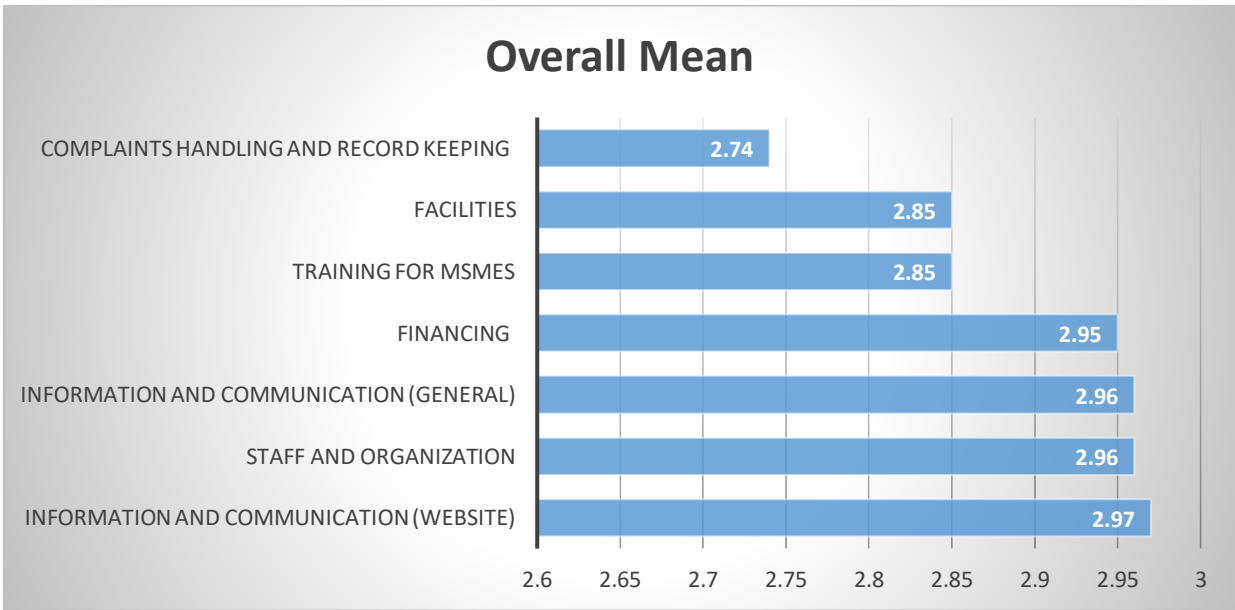


Figure 3. 2022 Satisfaction Rating of Clients per Domain/Area (Perfect score is 3.0)



Overall, the client respondents are satisfied with the performance, services, skills, and appearance of the staff. Although differences in mean scores are negligible, the item which had the highest satisfaction rating pertains to the strict and fair implementation of the staff regarding the Corporation's policies, rules, and regulations. The item which had the lowest satisfaction rating (although still high at 98%) pertains to the appearance and professionalism of the staff. As a caveat, the purpose of this section is to compare items in relative terms. This does not however allude to a poor satisfaction rating.

Table 18. Client Satisfaction Survey on Staff and Organization

Staff and Organization SBC's staff...	SA/A	N	D/SD	NA	SD	Mean	% Satisfaction
Strictly and fairly implements the policies, rules and regulations (e.g. no discrimination, no "palakasan" system).	441	10	2	47	0.1	2.97	99.5
Addresses queries/concerns in a prompt manner.	441	9	3	57	0.3	2.97	99.3
Provides clear and sufficient information (i.e., solutions to problems, answers to inquiries, and information on products and services).	438	12	3	47	0.2	2.96	99.3
Demonstrates willingness to assist customers.	443	8	3	46	0.1	2.97	99.3
Treats customers with respect.	447	5	3	45	0.0	2.98	99.3
Is easy to contact.	423	24	4	49	0.2	2.93	99.1
Is knowledgeable and competent or skilled in delivering the needed services.	443	7	4	46	0.1	2.97	99.1
Conveys trust and confidence.	379	8	4	109	0.4	2.96	99.0

Appears neat, well-dressed, and professional.	351	5	6	138	0.5	2.95	98.3
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In terms of the financing domain, three items almost had a 100% satisfaction rating. These pertain to reasonable documentary requirements, error-free documents, and keeping clients' information confidential. Items with the lowest satisfaction rating (although still at 99%) relate to ease in making payments and processing of loan applications.

Table 19. Client Satisfaction Survey on Financing

Financing (Loan)	SA/A	N	D/SD	NA	SD	Mean	% Satisfaction
Documentary requirements are reasonable.	482	15	1	2	0.2	2.97	99.8
Documents issued are free from defects or typographical errors.	484	13	1	2	0.1	2.97	99.8
Client information is kept confidential.	480	15	1	4	0.1	2.97	99.8
Requirements are properly disseminated.	479	18	2	1	0.3	2.96	99.6
Loan terms and conditions (e.g., payment terms) are clear and reasonable.	482	15	2	1	0.1	2.96	99.6
Application process is better than other lending institutions.	471	19	3	7	0.2	2.95	99.4
Interest rates are competitive.	478	19	3	0	0.1	2.95	99.4
Loan applications are processed/completed within a reasonable amount of time.	464	31	4	1	0.3	2.92	99.1
Payments are easy to make.	455	16	5	24	0.1	2.95	98.9



Process for applying for loans is simple and easy.	459	34	6	1	0.3	2.91	98.7
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Due to the pandemic, many of the respondents claimed that they have not participated in any of the training provided by the Corporation. As can be seen in Table 20, a lot of the respondents responded not applicable in most of the items. Nonetheless, the satisfaction rating in this domain range from 97.9% to 100%. The item that had a 100% satisfaction rating refers to the accessibility of the training venue.

Table 20. Client Satisfaction Survey on Training

Training for MSMEs	SA/A	N	D/SD	NA	SD	Mean	% Satisfaction
Training venue was easily accessible.	88	1	0	411	0.00	2.99	100.0
Training content was relevant and useful.	95	2	1	402	0.00	2.96	99.0
Training materials were sufficiently provided.	86	3	1	410	0.00	2.94	98.9
Training method and activities were appropriate and effective.	93	3	1	403	0.00	2.95	98.9
Overall training course was well- organized.	94	2	1	403	0.00	2.96	98.9
Trainers adequately coordinated with the training/course participants.	94	2	1	403	0.00	2.96	98.9
Training was safe and secure.	86	2	1	411	0.00	2.96	98.9
Training venue was clean, orderly and well-maintained.	85	1	1	413	0.00	2.97	98.8

Training/course increased participants' skills/knowledge regarding the subject matter.	93	3	2	402	0.00	2.93	97.9
Trainers were understanding and responsive to participants' needs and requirements.	95	1	2	402	0.00	2.95	97.9
Trainers demonstrated knowledge and expertise on the subject matter.	94	2	2	402	0.00	2.94	97.9

As described earlier, the domain with the lowest satisfaction rating (in relative terms) is complaints handling and records keeping. The item in the domain that had the highest satisfaction rating relates to accuracy and record update. Low satisfaction ratings can be noted in items pertaining to the filing of complaints (easy and systematic) and the resolution of complaints (acceptable/satisfactory).

Table 21. Client Satisfaction Survey on Complaints Handling and Records Keeping

Complaints Handling and Records Keeping	SA/A	N	D/SD	NA	SD	Mean	% Satisfaction
Files/records are accurate and updated.	48	2	2	448	0.00	2.88	96.0
Complaints are resolved within prescribed time frame.	25	6	2	467	0.00	2.70	92.6
Filing of complaints is easy and systematic.	27	5	4	464	0.00	2.64	87.1
Resolutions to complaints are satisfactory/acceptable.	27	3	4	466	0.00	2.68	87.1

The domains, information and communication (general) and information and communication (website) were highly rated by the client respondents. Specifically, a high satisfaction rating was given



to the Corporation’s website. The respondents think that the website is secured (100% satisfaction). Overall, the clients find SB corporation’s websites and information dissemination-related materials to be relevant, accessible, informative, and user-friendly.

Table 22. Client Satisfaction Survey on Information and Communication (General)

<u>Information and Communication</u> Information from SBC is...	SA/A	N	D/SD	NA	SD	Mean	% Satisfaction
Clear and relevant.	485	12	2	1	0.00	2.97	99.6
Easy to obtain.	476	19	4	1	0.19	2.95	99.2

Table 23. Client Satisfaction Survey on Information and Communication (Website)

Information and Communication_(Website) SBC's website...	SA/A	N	D/SD	NA	SD	Mean	% Satisfaction
Is secured.	389	7	0	104	0.16	2.98	100.0
Is user-friendly and easy to navigate.	386	14	1	99	0.22	2.96	99.7
Contains the information needed.	391	9	1	99	0.00	2.97	99.7
Is accessible (e.g., no downtime, loads easily).	384	13	4	99	0.00	2.95	99.0

Because of restricted mobility resulting from the COVID-19 pandemic, many of the clients have not been to the SB Corporation or DTI offices across the country. Hence, many of the respondents were not able to rate many of the items. Regardless, those few respondents who have visited SB/DTI were satisfied with the facilities. In particular, the respondents were appreciative that the offices are PWD-sensitive/friendly. Other aspects of the facilities received a lower overall satisfaction rating.



Table 24. Client Satisfaction Survey on Facilities

Facilities	SA/A	N	D/SD	NA	SD	Mean	% Satisfaction
Office has separate lane for senior citizens, PWDs, pregnant women.	69	6	0	425	0.43	2.92	100.0
Office premises are well-ventilated and have good lighting.	76	4	1	419	0.43	2.93	98.7
Office premises are orderly and well- maintained.	76	5	2	417	0.43	2.89	97.4
Office premises are safe and secure (e.g., with security guard).	76	4	2	418	0.43	2.90	97.4
Signages (e.g., Citizen's Charter, directional signages) are well-placed and easy to read.	79	3	3	415	0.43	2.89	96.3