



**Final Report on the Conduct of 2021 Customer
Satisfaction Survey for LBP Leasing and
Finance Corporation**

Submitted and Analyzed by:

**Market Relevance Corp
August 30 – September 28, 2021**



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Details of the Study

- Since Landbank of the Philippines Leasing and Finance Corporation is a Government-Owned and Controlled Corporation, it is tasked by GCG (Governance Commission for GOCCs) to conduct a third-party satisfaction study among their stakeholders.
- LBP-LFC commissioned MRC to conduct the third-party survey.
- The data gathering was conducted from August 30 to September 28, 2021.
- There were n=94 interviews completed for this study and those were all conducted **via phone** using a **structured questionnaire** prescribed by GCG.
- Initially, there were n=118 accounts listed as LBP-LFC's Universe. MRC was able to interview n=94 respondents. This yielded a margin of errors of +/- 4.58% which is within the maximum allowable MOE of GCG for agencies with small stakeholder bases.

There are three types of respondents for this study, all of whom are LBP-LFC stakeholders:

- a. Private Financing Customers and Lessees (n=36)
- b. Government Lessees (n=6)***
- c. Individual Customers (n=52)
- d. In order to be included in the list, the stakeholder should: 1. Has an active account - meaning payments are up-to-date
- e. 2. Has been inactive for 1 to 3 months maximum – meaning there may be lapsed payments for up to 3 months



Reporting Notes

All numbers are in percentages unless otherwise stated.

In order to compute for the overall satisfaction, the responses of those who are very satisfied and satisfied on the overall satisfaction question will be combined.

Due to rounding off, the total percentage would not always be equal to 100%.

Mean scores are the averages of ratings given by the respondents. This will give us the impression if the respondents tend to rate a certain metric positively or negatively.

The following descriptive equivalent of each mean rating are as follow:

1.0 – 1.80 – very dissatisfied/ strongly disagree

1.81 – 2.60 – dissatisfied/ disagree

2.61 – 3.40 – can't say

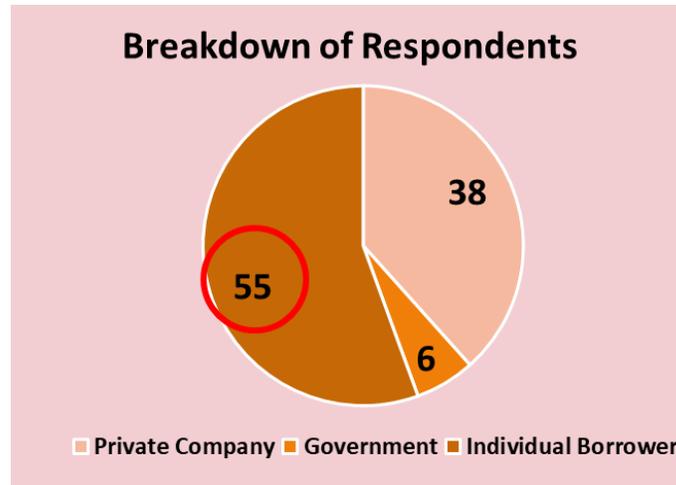
3.41 – 4.20 – satisfied/ agree

4.21 – 5.00 – very satisfied/ strongly agree



Type of Respondents

More than half of the customers interviewed are individual borrowers, two-fifths are private companies and six percent are government agencies. When asked for the services they availed from LBP-LFC, the individual customers have mostly availed of loan/car loan/ SUV loan, and loan repayment. Private companies have mostly availed of loan and building lease.



Services availed from LBP-LFC				
	Total	PC	GA	IC
Loan	28	36	-	25
Car Loan/ SUV Loan	18	-	-	33
Loan payment	15	3	-	25
Building lease/ leasing facilities/ Leasing	11	19	50	-
Reconstruct contract/ extension loan payment	10	6	-	14
Credit line/ credit facilities	5	14	-	-
Equipment Loan	4	11	-	-

Almost everyone transacted with LBP-LFC via phone call. Emails and SMS messages are the other means of transacting with the agency. Despite the pandemic, a third of the respondents also transacted with the agency via office visit.

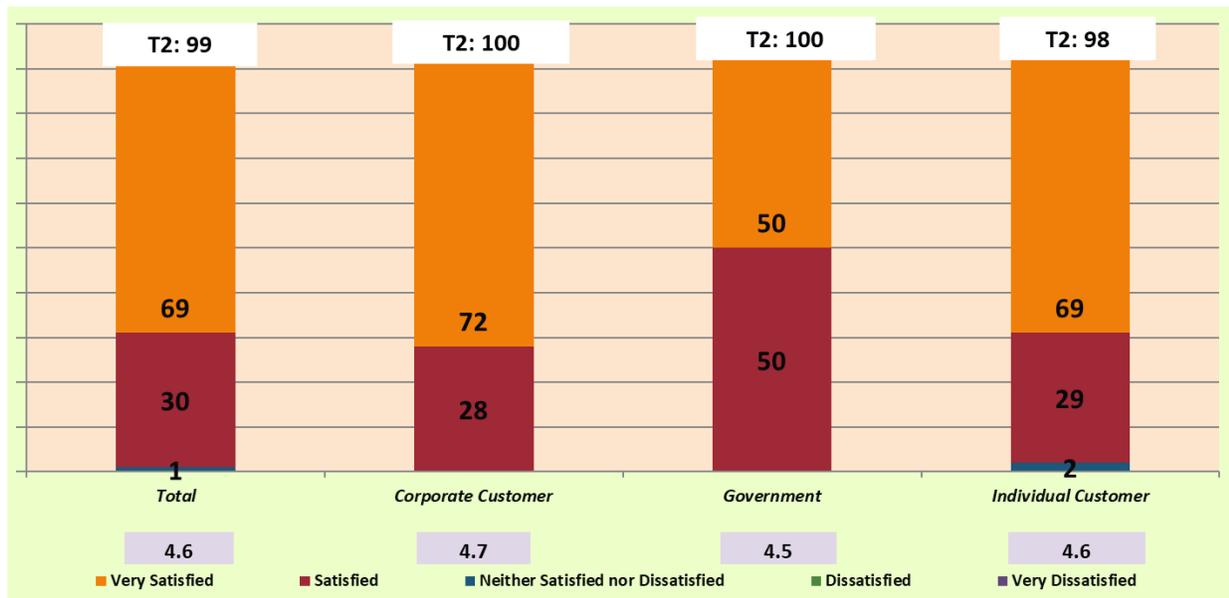
Majority of the respondents prefer obtaining their information via phone/ hotline.

Ways of transacting to LBP-LFC				
	Total	PC	GA	IC
Phone call	95	97	100	92
Send email	43	75	83	15
Send text/ SMS message	31	33	33	29
Office visit	28	8	-	44
Zoom (virtual)	19	44	-	4
Chat using apps	13	19	17	8
Visit website	12	17	-	10
Mail Delivery	10	11	17	8

Most often get information				
	Total	PC	GA	IC
Phone/ Hotline	58	61	50	58
LBP account officer	15	17	-	15
Personal email	12	14	50	8
Information desk	7	-	-	14

OVERALL SATISFACTION (Target to meet: 95%)

most everyone is satisfied with the services that they have received from LBP-LFC, with seven out of ten feeling very satisfied. This yielded a high mean score of 4.6, which has a descriptive equivalent of very satisfied. There was one individual borrower who expressed their disappointment towards the agency and gave it a midpoint rating which is equivalent to being neither satisfied nor dissatisfied towards LBP-LFC.



Base: Total Interviews 2021 (Total n=94, Private n=36, Government n=6, Individual Customers n=52)

Comparison of Overall Satisfaction: 2019 vs 2020 vs 2021

There was a 1pt drop on the overall satisfaction score this year, which can be attributed to the individual customer who gave a midpoint rating to the agency. However, looking at the top box scores, there’s also an 8-point drop among the total stakeholders. When the stakeholder types are closely examined, it can be observed that from an 82% top box score last year, the top-box scores of individual customers dropped down to 69%. Mean score among the total stakeholder and among individual customers dropped down by .02%.

	Top Two Box Scores (Very Satisfied + Satisfied)			Top Box Scores (Very Satisfied)			Mean Scores		
	2019	2020	2021	2019	2020	2021	2019	2020	2021
Total	97	100	99	55	77	69	4.5	4.8	4.6
Corporate Customer	100	100	100	66	69	72	4.7	4.7	4.7
Government	100	100	100	50	33	50	4.5	4.3	4.5
Individual Customer	96	100	98	52	82	69	4.5	4.8	4.6

Reasons for Positive Overall Satisfaction

Seven out of ten are citing the staff of the agency as the reason for their positive overall satisfaction towards the agency. They appreciate the staff being courteous, polite, friendly, responsive, and willing to assist.

A third also appreciate the loan payment allowance and adjustment that the agency gives out.

POSITIVE COMMENTS	TOT	CORP	GOVT	IND
ON STAFF - NET	73%	86%	83%	63%
Attitude of staff (Courteous/polite/friendly) <i>Magalang/Maayos/Mabait silang kausap, Accommodating ang mga staff, Lagi silang naka-smile/friendly, They call to remind payment/okay naman ang service nila nag-remind sila pati sa email, Tinatawagan kami kinakamusta ang byahe at kung meron kinikita/kung may ibabayad kami sa loan.</i>	37%	36%	-	41%
Responsive (Acts quickly on Problems/Respond quickly/ Willingness to assists etc) <i>Maayos nilang dini-discuss/nasasagot ang mga unresolved issue or clarifications, Inaasikaso agad nila ang mga nag-iinquire/prompt ang response sa mga inquiry, Nasasagot agad ang mga idinudulog na concerns/questions/sa mahabang panahon lahat ng tanong sinasagot nila (10 secs lang)</i>	51%	67%	83%	35%
BANKING AND SERVICES - NET	43%	25%	17%	59%
ON BENEFITS - SUBNET	28%	14%	-	41%
On Loans – Subsubnet <i>Nagbigay sila ng allowance sa loan payments dahil sa pandemic, Adjustment for reconstruction or loan extension/natutulungan kami na ma reconstruct ang aming loan, Hindi sila namimilit magbayad kasi pandemic/pinagbibigyan hindi namimilit magbayad/pumayag kahit hulug-hulugan</i>	28%	14%	-	41%

Base: Among those who rated LBP-LFC positively (n=93)



Room for Improvement

There are n=14 stakeholders who despite giving a positive satisfaction rating mentioned some issues that LBP-LFC can improve on.

Five of those stakeholders mentioned that the responsiveness and willingness of the staff to assist customers can be improved.

- a. *Minsan kapag nag eemail kami, sinasabi nila hindi sila ang in charge*
- b. *Hindi nag rereply sa text, 2 weeks na*
- c. *Minsan inaabot ng 2-3 months bago masagot ang tanong ko (car loan)*
- d. *Nakulangan ako ng hulog kasi di ko makita resibo ko, pinabalik balik nila kami at hindi inentertain.*

There are nine others who noticed something about the services of LBP-LFC that the agency can improve on.

- a. *Tagal nabigay resibo ng insurance kahit na 2020 pa tapos ang payment*
- b. *Yung interest ng loan sobrang taas (12%)*
- c. *Hindi automated ang forms*
- d. *No consideration kahit pandemic – 3 months lang ang extension na ibinigay*
- e. *Delayed ang release ng loans kahit kumpleto naman requirements (7 months rin inabot)*

Base: Among those who rated LBP-LFC positively but mentioned a negative comment (n=14)

Reason for Dissatisfaction

There was one individual customer who expressed his dissatisfaction with LBP-LFC. The reason for his dissatisfaction is the way he was treated by the staff of the agency.

To quote, *“Sabi ko magbabayad naman ako. Ang sabi sa akin saan daw ako kukuha ng pambayad? Dapat alam nilang pandemic, naiintindihan nila na mahina ang pasada.”*

Base: Among those who rated LBP-LFC negatively (n=1)

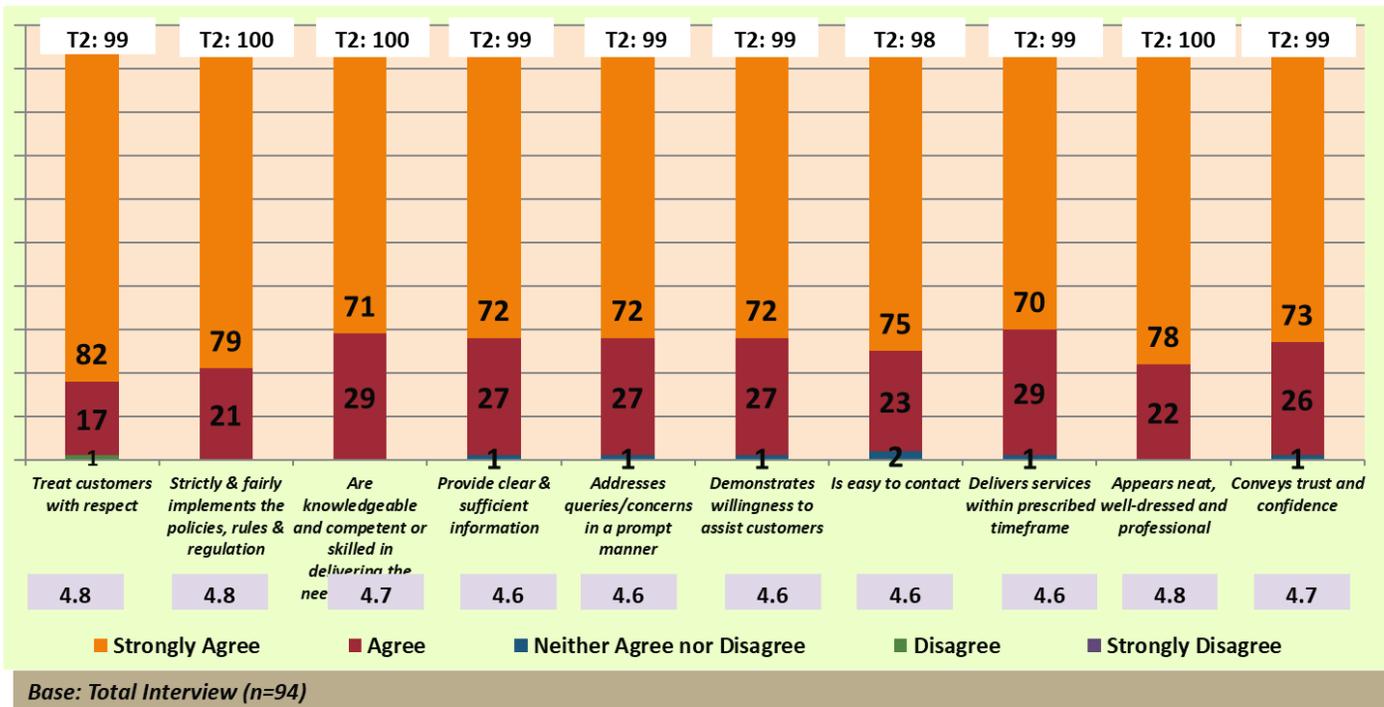


DETAILED FINDINGS

Staff and Organization / 2021

Almost everyone agreed that LBP-LFC’s staff are respectful, strict and fair, knowledgeable and competent, prompt and responsive, willing to assist customers, easy to contact, neat, well-dressed, and professional, and trustworthy and confident.

Those who disagreed (mostly an individual customer) cited the following reasons for disagreeing with the metric – (*Masungit ang trato nila sa akin kasi di pa ako nagbayad, magaling lang pag naniningil, walang tulong na naibigay*).



Staff and Organization Top 2 Box

Among the private customers, the ease of contacting LBP-LFC’s staff dropped by 3 points. This was also a problem among stakeholders in the government sector*. Among the individual customers, there’s a 2-point drop from several attributes – going against LBP-LFC’s perfect score on this dimension last year. Among those are the staff being respectful, provides clear and sufficient information, prompt, willing to assist customers, delivers within prescribed timeframe, and conveys trust and confidence.

	Corp. Customers			Govt. Customers *			Indv. Customers		
	2019 (n=35)	2020 (n=32)	2021 (n=36)	2019 (n=4)	2020 (n=3)	2021 (n=6)	2019 (n=101)	2020 (n=76)	2021 (n=51)
<i>Treats customers with respect</i>	100	100	100	100	100	100	97	100	98
<i>Strictly and fairly implements the policies, rules and regulations (e.g. no discrimination, no palakasan system)</i>	100	97	100	100	100	100	97	100	100
<i>Are knowledgeable and competent or skilled in delivering the needed services</i>	-	100	100	-	100	100	-	100	100
<i>Provides clear and sufficient information (i.e. solutions to problems, answers to inquiries, and information on products and services)</i>	97	100	100	100	100	100	97	100	98
<i>Addresses queries concerns in a prompt manner</i>	94	100	100	75	100	100	97	100	98
<i>Demonstrates willingness to assist customers</i>	100	100	100	100	100	100	97	100	98
<i>Is easy to contact</i>	97	100	97	75	100	83	93	100	100
<i>Delivers services within prescribed timeframe</i>	-	100	100	-	67	100	-	100	98
<i>Appears neat, well-dressed and professional</i>	100	100	100	100	100	-	100	100	100
<i>Conveys trust and confidence</i>	100	100	100	100	100	100	98	100	98

*Caution: Low base, read with caution

Staff and Organization (Mean Score)

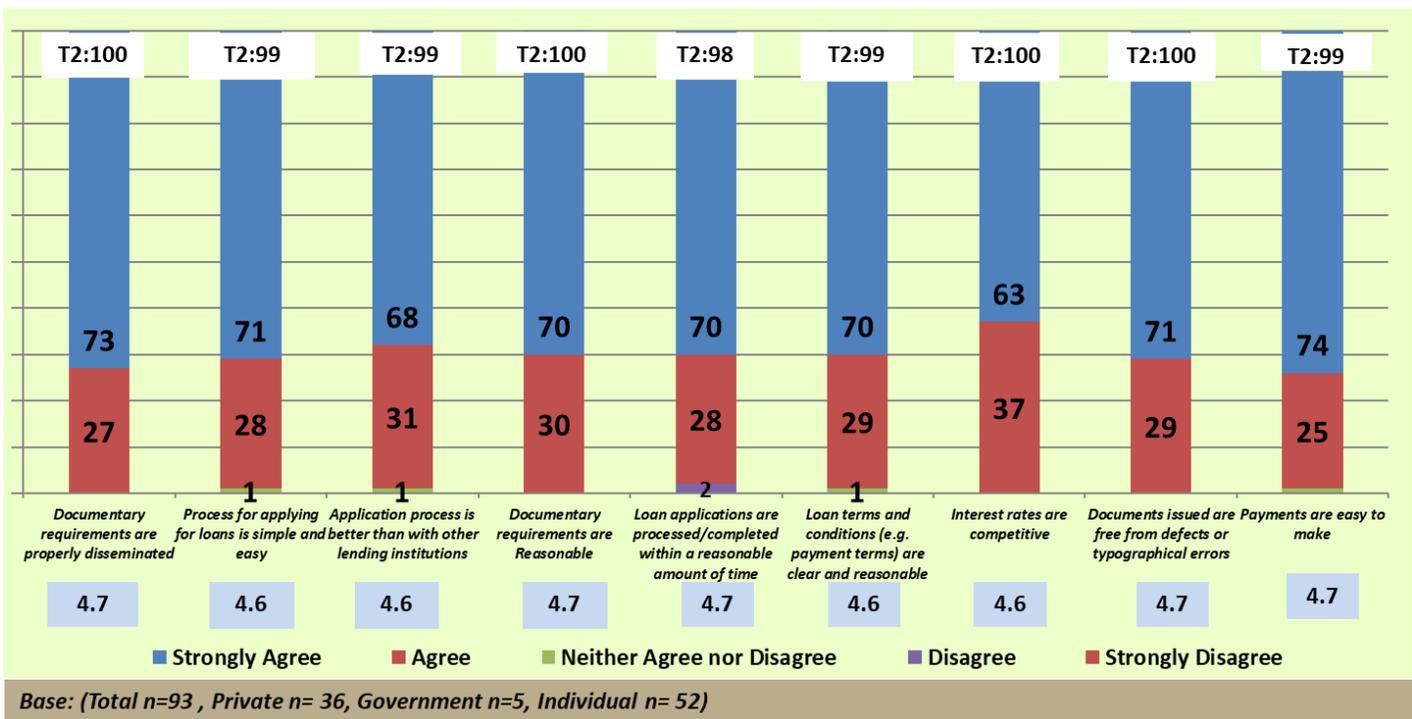
	Corp. Customers			Govt. Customers *			Indv. Customers		
	2019 (n=35)	2020 (n=32)	2021 (n=36)	2019 (n=4)	2020 (n=3)	2021 (n=6)	2019 (n=101)	2020 (n=76)	2021 (n=51)
<i>Treats customers with respect</i>	4.7	4.9	4.9	5.0	4.3	4.8	4.6	4.9	4.8
<i>Strictly and fairly implements the policies, rules and regulations (e.g. no discrimination, no palakasan system)</i>	4.7	4.8	4.8	5.0	4.7	5.0	4.6	4.9	4.7
<i>Are knowledgeable and competent or skilled in delivering the needed services</i>	-	4.9	4.8	-	4.3	4.2	-	4.9	4.7
<i>Provides clear and sufficient information (i.e. solutions to problems, answers to inquiries, and information on products and services)</i>	4.7	4.8	4.8	4.5	4.3	4.6	4.6	4.9	4.6
<i>Addresses queries concerns in a prompt manner</i>	4.3	4.9	4.8	4.5	4.3	4.6	4.6	4.9	4.6
<i>Demonstrates willingness to assist customers</i>	4.7	4.9	4.8	4.8	4.7	4.7	4.6	4.9	4.6
<i>Is easy to contact</i>	4.5	4.8	4.6	4.3	4.0	3.5	4.6	4.9	4.7
<i>Delivers services within prescribed timeframe</i>	-	4.8	4.7	-	3.7	4.6	-	4.9	4.6
<i>Appears neat, well-dressed and professional</i>	4.5	4.9	4.8	4.8	4.7	-	4.7	4.9	4.8
<i>Conveys trust and confidence</i>	4.7	4.8	4.8	4.8	4.7	4.3	4.6	4.9	4.6

*Caution: Low base, read with caution



LOANS - 2021

Almost everyone agreed on the metrics measured under the loans dimension. Stakeholders agree that the documentary requirements are properly disseminated and reasonable. They also agree that the process for application is simple, easy, better than other lending institutions. A lessee from a private company said that the process takes longer than expected. Another lessee is also complaining that the processing for loan release takes a long time (6 months). An individual customer mentioned that he is disappointed that the agency expects continuous loan repayment despite the pandemic.



Loans – Top 2 Box

LBP-LFC received the same or a higher agreement rating on the metrics under loans from the private customers except for loan applications being processed within a reasonable amount of time.

As for the individual customers, LBP-LFC received a lower agreement rating on the

process being better than other lending institutions, on the loan terms and conditions being clear and reasonable, and on payments being easy to make.

	Corp. Customers			Govt. Customers			Indv. Customers		
	2019 (n=29)	2020 (n=32)	2021 (n=36)	2019 (n=0)	2020 (n=3)	2021 (n=5)	2019 (n=101)	2020 (n=76)	2021 (n=52)
<i>Documentary requirements are properly disseminated</i>	97	94	100		100	100	99	100	100
<i>Process for applying for loans is simple and easy</i>	93	97	97		100	100	96	100	100
<i>Application process is better than other lending institutions</i>	97	100	100		100	100	99	100	98
<i>Documentary requirements are Reasonable</i>	100	97	100		100	100	99	100	100
<i>Loan applications are processed/completed within a reasonable amount of time</i>	97	97	94		100	100	99	100	100
<i>Loan terms and conditions are clear and reasonable</i>	100	100	100		100	100	98	100	98
<i>Interest rates are competitive</i>	90	94	100		100	100	97	100	100
<i>Documents issued are free from defect or typographical errors</i>	100	100	100		100	100	99	100	100
<i>Payments are easy to make</i>	100	100	100		50	100	98	100	98

Loans – Mean Score

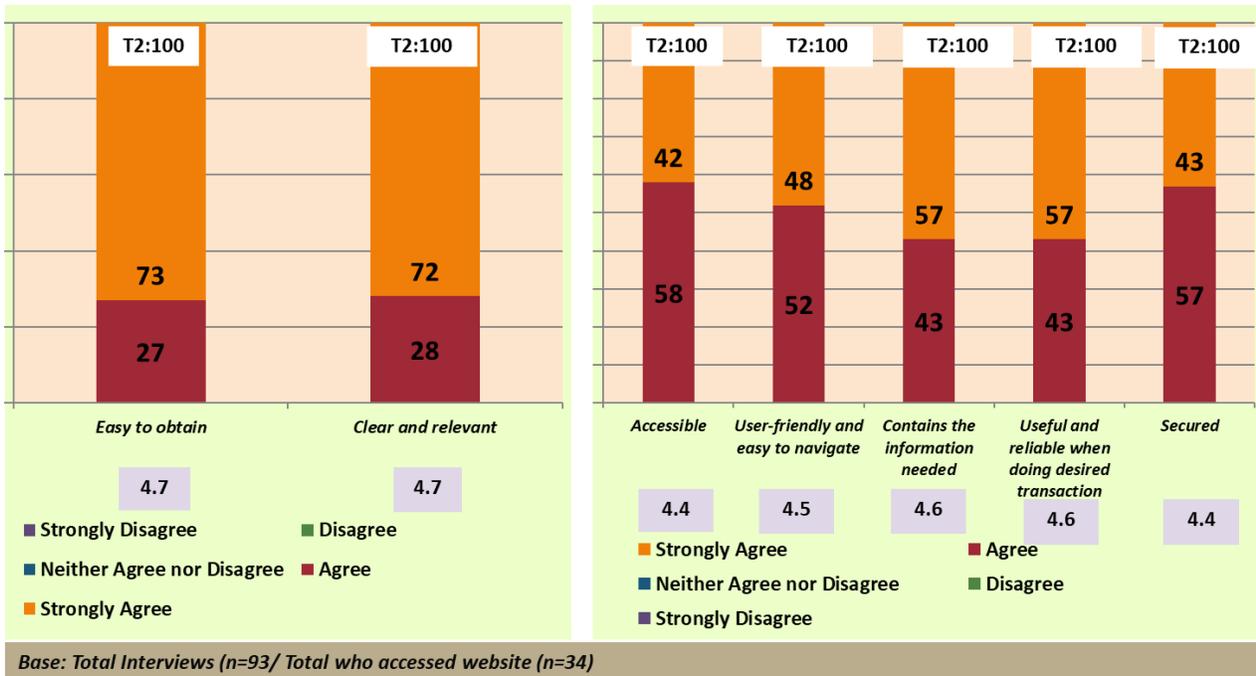
The agency received lower mean scores from the individual customers on almost all the metrics measured under the loans dimension.

	Corp. Customers			Govt. Customers			Indv. Customers		
	2019 (n=29)	2020 (n=32)	2021 (n=36)	2019 (n=0)	2020 (n=3)	2021 (n=5)	2019 (n=101)	2020 (n=76)	2021 (n=52)
<i>Documentary requirements are properly disseminated</i>	4.6	4.6	4.8		4.7	4.4	4.6	4.8	4.8
<i>Process for applying for loans is simple and easy</i>	4.1	4.5	4.6		4.5	4.0	4.4	4.8	4.7
<i>Application process is better than other lending institutions</i>	4.3	4.6	4.7		4.0	4.3	4.5	4.8	4.5
<i>Documentary requirements are Reasonable</i>	4.4	4.6	4.7		4.3	4.8	4.5	4.8	4.7
<i>Loan applications are processed/completed within a reasonable amount of time</i>	4.4	4.6	4.6		4.5	4.3	4.6	4.9	4.7
<i>Loan terms and conditions are clear and reasonable</i>	4.4	4.7	4.8		4.0	4.5	4.5	4.9	4.5
<i>Interest rates are competitive</i>	4.2	4.3	4.6		4.5	4.6	4.5	4.8	4.7
<i>Documents issued are free from defect or typographical errors</i>	4.6	4.6	4.7		4.3	4.8	4.6	4.9	4.7
<i>Payments are easy to make</i>	4.4	4.7	4.8		4.0	4.8	4.6	4.9	4.6



Information and Communication – 2021

Everyone agreed that information and communication with LBP-LFC is easy to obtain, and clear and relevant. There were n=34 stakeholders who were able to access the website. They all agree that the website is accessible, user-friendly and easy to navigate, contains the information needed, useful and reliable when doing desired transaction, and secured.



Information and Communication Top 2 Box

The metrics under information and communication and website received perfect agreement scores among all the stakeholder types.

	Corp. Customers			Govt. Customers			Indv. Customers		
	2019 (n=29)	2020 (n=32)	2021 (n=36)	2019 (n=4)	2020 (n=3)	2021 (n=5)	2019 (n=101)	2020 (n=76)	2021 (n=52)
<i>LBPLFC Information is....</i>									
<i>Easy to Obtain</i>	100	100	100	100	100	100	97	100	100
<i>Clear and Relevant</i>	100	100	100	100	100	100	99	99	100
<i>LBPLFC website is....</i>									
<i>Accessible</i>	100	100	100	100		100	90	100	100
<i>User-friendly and easy to navigate</i>	100	100	100	100		100	90	100	100
<i>Contains the information needed</i>	100	100	100	100		100	90	100	100
<i>Useful and reliable when doing desired transaction</i>		100	100			100		100	100
<i>Secured</i>		100	100			100		100	100

Information and Communication Mean Score

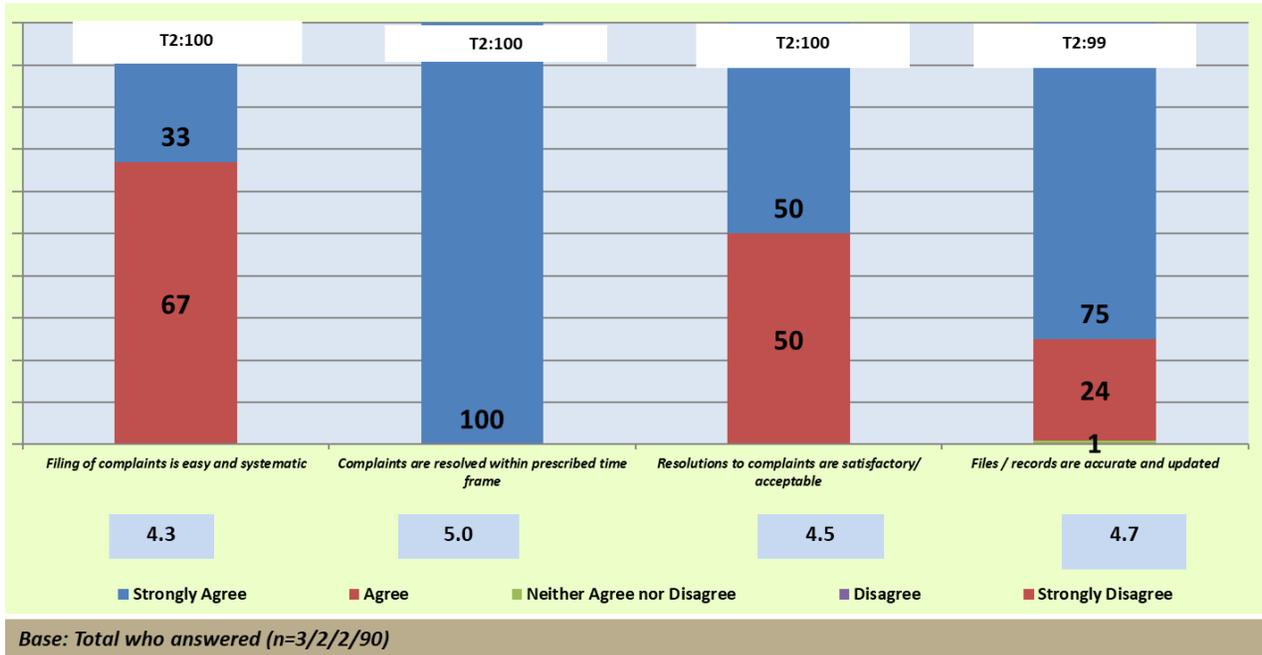
It can be observed that despite receiving the same agreement scores as last year, LBP-LFC received lower mean scores on information and communication plus website this year. This means that there are more respondents who gave LBP-LFC a 4 instead of a 5 on this dimension this year.

	Corp. Customers			Govt. Customers			Indv. Customers		
	2019 (n=29)	2020 (n=32)	2021 (n=36)	2019 (n=4)	2020 (n=3)	2021 (n=5)	2019 (n=101)	2020 (n=76)	2021 (n=52)
<i>LBPLFC Information is....</i>									
<i>Easy to Obtain</i>	4.5	4.8	4.8	4.5	4.3	4.8	4.5	4.9	4.7
<i>Clear and Relevant</i>	4.5	4.9	4.8	4.5	4.7	4.7	4.5	4.8	4.7
<i>LBPLFC website is....</i>									
<i>Accessible</i>	4.3	4.7	4.3	4.0		4.0	4.2	4.7	4.5
<i>User-friendly and easy to navigate</i>	4.2	4.8	4.4	4.5		4.0	4.3	4.7	4.6
<i>Contains the information needed</i>	4.3	4.9	4.7	4.0		4.0	4.3	4.8	4.5
<i>Useful and reliable when doing desired transaction</i>		4.9	4.7			4.0		4.9	4.5
<i>Secured</i>		4.9	4.3			4.0		4.8	4.6



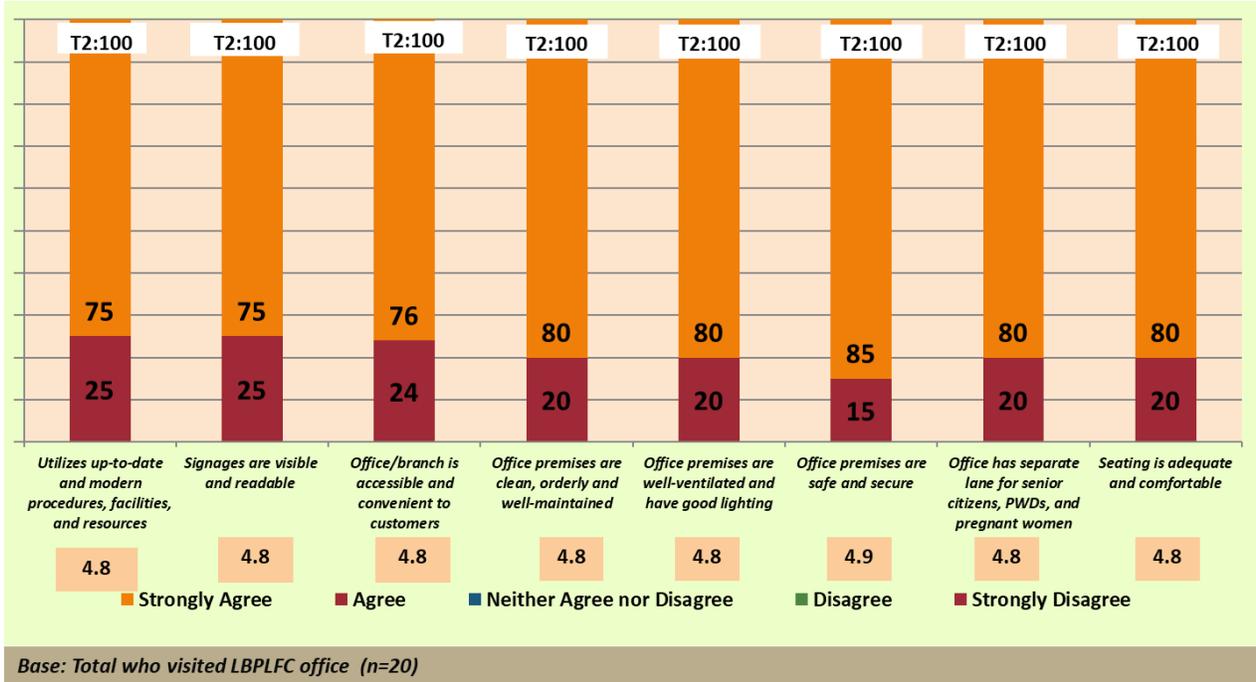
Complaints Handling and Records Keeping

There were n=3 stakeholders who directly filed or expressed a complaint towards LBP-LFC. They all agree that filing of complaints is easy and systematic, resolved within the prescribed timeframe, and have acceptable resolutions. Almost everyone agree that files/ records are accurate and updated.



Facilities 2021

There were around n=20 stakeholders who visited LBP-LFC's facilities in 2021. They all agree the the agency's facilities utilizes up-to-date and modern procedures, facilities, and resources, has visible and readable signages, accessible and convenient to customers, clean, orderly, and well-maintained, well-ventilated and have good lighting, safe and secure, has separate lanes for priority customers, and has adequate and comfortable seating.



Facilities Top 2 Box

All the metrics on facilities received a 100% agreement rating across all stakeholders in 2021.

	Corp. Customers			Govt. Customers			Indv. Customers		
	2019 (n=30)	2020 (n=22)	2021 (n=3)	2019 (n=0)	2020 (n=1)	2021 (n=0)	2019 (n=100)	2020 (n=75)	2021 (n=17)
Utilizes up-to-date and modern procedures, facilities, and resources	100	100	100	100	100	100	99	100	100
Signage's are visible and readable	100	100	100	100	100	100	97	100	100
Office/branch is accessible and convenient to customers	100	100	100	100	100	100	100	100	100
Office premises are clean, orderly and well-maintained	100	100	100	100	100	100	100	98	100
Office premises are well-ventilated and have good lighting	100	100	100	100	100	100	100	100	100
Office premises are safe and secure	100	100	100	100	100	100	100	100	100
Office has separate lane for senior citizens, PWDs, and pregnant women	100	100	100	100	100	100	100	100	100
Seating is adequate and comfortable	100	100	100	100	100	100	100	100	100



Facilities Mean Score

Despite receiving the same or higher agreement scores on facilities, it can be observed that the mean scores among the individual customers are lower this year. This means that more customers are rating the metric with a 4 instead of a 5.

	Corp. Customers			Govt. Customers			Indv. Customers		
	2019 (n=30)	2020 (n=22)	2021 (n=3)	2019 (n=0)	2020 (n=1)	2021 (n=0)	2019 (n=100)	2020 (n=75)	2021 (n=17)
<i>Utilizes up-to-date and modern procedures, facilities, and resources</i>		4.6	5.0		4.0			4.9	4.7
<i>Signage's are visible and readable</i>	4.6	4.7	5.0		5.0		4.5	4.9	4.7
<i>Office/branch is accessible and convenient to customers</i>		4.7	4.3		5.0			4.9	4.8
<i>Office premises are clean, orderly and well-maintained</i>	4.3	4.7	4.7		4.0		4.6	4.9	4.8
<i>Office premises are well-ventilated and have good lighting</i>	4.5	4.6	4.7		5.0		4.6	5.0	4.8
<i>Office premises are safe and secure</i>	4.5	4.7	4.7		5.0		4.6	4.9	4.9
<i>Office has separate lane for senior citizens, PWDs, and pregnant women</i>			4.7					4.9	4.8
<i>Seating is adequate and comfortable</i>		4.7	4.7		5.0			5.0	4.8

FROM 99 TO 100: SUGGESTIONS FOR IMPROVEMENT

There are no suggestion that received at least a 10% mention from the stakeholders. This means that there are no notable suggestions that need to be immediately addressed.

Some minor suggestions given were:

1. *Dapat pag naningil sila itrato nila ang tao ng pantay pantay, hindi yung masungit sila pag di pa bayad (n=1)*
2. *Sana bago ang due date ko tawagan ako para nareremind ako (n=1)*
3. *Sana mag-update sila kahit thru text if natanggap na nila payment ng customer (n=1)*
4. *Babaan ang interest rate to 5% (n=2)*
5. *Wala na sana interest ngayong pandemic (n=1)*
6. *Resibo sana at mga building insurance, napapadala o naibibigay on time (n=2)*
7. *Magkaroon sana ng payment reconstruction kasi natigil ang pasada ngayong pandemic (n=4)*
8. *Sana mas mabilis marelease ang loan - (less than a month) - (n=4)*