

Republic of the Philippines  
Department of Trade and Industry  
**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
Golden Shell Pavilion, Roxas Blvd. Cor. Gil Puyat Ave., Pasay City

Solicitation No.: CITEM-2023-0059-R1

**REQUEST FOR QUOTATION  
(NEGOTIATED PROCUREMENT – SMALL VALUE PROCUREMENT)**

The Center for International Trade Expositions and Missions (CITEM) invites all interested parties to submit quotation for:

**ENGAGEMENT OF THE SERVICES OF A MARKETING RESEARCH/SURVEY COMPANY TO ADMINISTER, GENERATE, AND INTERPRET RESULTS OF THE ANTI RED TAPE AUTHORITY (ARTA)-PRESCRIBED CUSTOMER SATISFACTION MEASUREMENT (CSM) FOR 2023 CITEM SIGNATURE EVENTS**

*(Please see attached Request for Quotation Form and Terms of Reference for more details.)*

Approved Budget for the Contract	: PHP 300,000.00
Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents	: 18 August 2023, 05:00PM
Opening of Qualitative Evaluation Documents	: 18 August 2023, 05:00PM
Opening of Eligibility Documents and Financial Bid	: 22 August 2023, 02:00PM

Conduct of Opening of Bids shall be held virtually thru Microsoft Teams or Zoom and shall be open to all prospective bidders. Link of the Opening of Bids may be requested through the BAC Secretariat at [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

The *Notice of Award* shall only be issued to the lowest calculated and responsive bidder who has complied with the following documentary requirements below, submitted in an enclosed, sealed and properly labeled envelope or compressed folder:

*Eligibility Documents (1st Envelope / Compressed Folder)*

**1. Mayor's Permit for the current year or for individuals, BIR Certificate of Registration**

*Expired Mayor's permit with Official Receipt of renewal application shall be accepted provided that the renewed permit shall be submitted before the award of the contract.*

**2. Valid PhilGEPS Registration Number (evidenced by a certificate or screen shot)**

*PhilGEPS Certificate of Platinum Membership may be submitted in lieu of Mayor's Permit and PhilGEPS Registration Number.*

**3. Notarized Omnibus Sworn Statement**

**4. Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable**

*Financial Bid (2nd Envelope / Compressed Folder)*

- **Quotation using the attached Request for Quotation (RFQ) Form duly signed by the authorized representative**

*Qualitative Evaluation Documents (3rd Envelope / Compressed Folder)*

- Portfolio of ongoing and completed government and private contracts (made available via a link) containing:**
  - Scanned references or screen capture of ongoing / completed relevant projects aligned to marketing research / surveys, as well as available certification of completed projects
- Certificates of Project Completion showing satisfactory delivery of service**
- Proof of membership or certificate of good standing in relevant societies**
- Composition of key personnel assigned in the project**
- Curriculum Vitae of personnel to be assigned in the project indicating:**
  - Work experience in conducting surveys or qualitative and quantitative research in customer/stakeholder satisfaction
- Work experience portfolio / certification or a combination thereof indicating member/s of the project team specialization in data creation, data filing and statistical analyses of large data sets**

To encourage the sanctity of the bids, bidders must submit these documents separately, on the above stated date and time, either on the following:

- Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- Online submission to the BAC Secretariat through email at [citembac@citem.com.ph](mailto:citembac@citem.com.ph). A password protection maybe inflicted in the compressed folders to ensure security of the documents. The password must be disclosed on or before the date and time of the Opening of Eligibility Documents, Qualitative Evaluation Documents, and Financial Bid as indicated above. Failure to disclose the password during the opening of bids may result to non-responsiveness of the bid.

CITEM-BAC reserves the right to reject any or all bids disadvantageous to, waive any formality or accept such bids as may be considered advantageous to the government. Further, CITEM-BAC assumes no obligation whatsoever to compensate or indemnify the bidders for expenses or losses that may be incurred in participating in this bidding.

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. (02) 8-831-2201 local 309/294 or email at [citembac@citem.com.ph](mailto:citembac@citem.com.ph).



**ATTY. ANNA GRACE I. MARPURI**  
Chairman, Bids and Awards Committee



**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
Golden Shell Pavilion, Roxas Blvd. Cor. Sen. Gil Puyat Avenue, Pasay City  
Tel.: (632) 8-831-2201 local 309/294 E-mail: [citembac@citem.com.ph](mailto:citembac@citem.com.ph)



## REQUEST FOR QUOTATION

- Shopping with ABC of Php 50,001 and above       Small Value Procurement with ABC of Php 50,001 and above  
 Lease of Real Property and Venue       Others: \_\_\_\_\_

Date: 14 August 2023  
RFQ No.: 2023-0059-R1

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Contact No.: \_\_\_\_\_

Gentlemen:

Please quote hereunder your lowest possible price(s) for the following article(s)/work(s) which are urgently needed by this office. It is requested that the quotation be sealed, signed, and stamped in an envelope or compressed folder and submitted to CITEM BAC / [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: <b>18 August 2023</b>	Time: <b>05:00PM</b>
Schedule of Opening of Qualitative Evaluation Documents: <b>18 August 2023</b>	Time: <b>05:00PM</b>
Schedule of Opening of Eligibility Documents and Financial Bid: <b>22 August 2023</b>	Time: <b>02:00PM</b> Venue: <b>ZOOM</b>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p><b>ENGAGEMENT OF THE SERVICES OF A MARKETING RESEARCH/SURVEY COMPANY TO ADMINISTER, GENERATE, AND INTERPRET RESULTS OF THE ANTI RED TAPE AUTHORITY (ARTA)- PRESCRIBED CUSTOMER SATISFACTION MEASUREMENT (CSM) FOR 2023 CITEM SIGNATURE EVENTS</b></p> <p><i>(Please see attached Term of Reference for more details)</i></p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 300,000.00</u></p> <p>Date Needed/ Delivery Period: <b>Five (5) working days upon receipt of JO</b></p>		

**Terms and Conditions:**

- 1) Delivery period: \_\_\_\_\_ working days upon acceptance of Purchase/Job Order.
- 2) Bid price must be **Inclusive of Value Added Tax**.
- 3) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by the Purchaser and Supplier.
- 4) Any alterations, erasures or overwriting shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.
- 5) Required documents, if any, must be submitted within 3 Days after receipt of notice.

The CITEM-BAC reserves the right to reject any or all bids offer and waive any defects therein and accept bid/s it may consider advantageous to the government.

**ATTY. ANNA GRACE I. MARPURI**  
 BAC Chairman

TO: CITEM Bids and Awards Committee:

Per your request, I/we have indicated the prices of the above-mentioned article(s)/work(s) on the unit price/amount column above. I/We also certify that we have read, understood, and shall conform with the terms and conditions of this requirement.

\_\_\_\_\_  
Date Submitted

\_\_\_\_\_  
**Signature over printed name of the Authorized Company Representative**  
Designation: \_\_\_\_\_  
Telephone No(s): \_\_\_\_\_  
Email: \_\_\_\_\_

# Engagement of the Services of a Marketing Research Agency/ Survey Company to Administer, Generate, and Interpret Results of the Anti-Red Tape Authority (ARTA)-prescribed Customer Satisfaction Measurement (CSM) for 2023 CITEM Signature Events

## TERMS OF REFERENCE

### I. Background

The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Department of Trade and Industry (DTI). It is the surviving entity resulting from the consolidation of government units institutionalized through Executive Order (EO) 989, series of 1984, EO 133, series of 1987 and EO 242, series of 1987.

CITEM's mandate is "to market and promote the Philippines as a reliable source of quality export products and services in the global market through trade fairs and missions and other export promotion programs." The carefully curated events, which include locally held international signature trade shows and business matching events and participation in overseas trade fairs and missions, serve as the Philippine businesses' access to the global economy.

CITEM shifted to digital and held online fairs and virtual conferences to continuously fulfill its commitment "to developing, nurturing, and promoting globally competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an Integrated Approach to Export Marketing in partnership with other government and private entities" during the disruption caused by COVID-19 pandemic. With the world's return to the New Normal, CITEM complements its physical, onsite promotion programs with digital/online sites such as the institutionalization of digital storefronts (equivalent to physical trade booths) that enable a 24/7 year-round presence of Philippine brands through the pervasive social media. This strategy is carried onto the leadership of its current Executive Director Edward L. Ferreira, Ph.D. who champions an 18-point agenda focused on strengthening the positioning of Philippine exports with its new slogan: "**Produktong Pilipino Para sa Filipino at sa Buong Mundo!**" (Philippine-made products for the Filipinos and the World!)

A government owned and controlled corporation (GOCC) under the jurisdiction of the Governance Commission for the Government-Owned and Controlled Corporation (GCG), CITEM's organizational performance -- particularly on how it provides services to its customers -- is measured by the level of satisfaction through a customer satisfaction survey (CSS). The Agency's major customers, **Exhibitors** (officially approved participating companies in CITEM-organized events, missions, and trade fairs) and **Trade Buyers** (local and foreign companies representing different procurement channels) rate the external services they came across or encountered during their participation in CITEM signature events.

\*The Anti-Red Tape Authority (ARTA) Memorandum Circular (MC) No. 2022-05 defines EXTERNAL SERVICES as those that are applied for or requested by external citizens or those who do not form part or belong to the government agency or office providing the service. In CITEM's case, this pertains to the trade fair organization and management, business matching, booth/pavilion, and space design consultancy, web page design for exhibitors, etc.

This 2023, CITEM adopts a harmonized Client Satisfaction Measurement (CSM) instrument prescribed by the ARTA and the GCG. The new version of the customer satisfaction survey is a concise one (1)-page questionnaire (attached **ANNEX A**) versus the previous GCG-prescribed CSS consisting of nine (9) to ten (10) pages with more than 40+ questions. The ARTA-prescribed CSM embodies a synchronized framework in determining client satisfaction across the GOCC Sectors. Said CSM is embodied in ARTA MC No. 2022-05, "Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement" (attached as **ANNEX B**) and can be found on page 12 of said document. The streamlined format "serves to integrate

direct citizen participation” and includes three (3) questions related to the Citizen’s Charter (attached as **ANNEX C**), one (1) question related to the client’s overall satisfaction with the availed services, and eight (8) questions related to the following Service Quality Dimensions (SQDs):

- a) **Responsiveness:** willingness to help and provide prompt service
- b) **Reliability:** provision of what is needed and what was promised following the policy and standards, with zero or minimal error
- c) **Access and Facilities:** convenience of location, ample amenities of convenient transactions, use of clear signages and available modes of technology
- d) **Communication:** act of keeping the citizen and clients informed in a language they can easily understand and listening for feedback
- e) **Costs:** satisfaction with timeliness of the billing, billing processes, preferred methods of payment, reasonable payment period, value for money, acceptable range of costs, qualitative information on the cost of each service
- f) **Integrity:** assurance that there is honesty, justice, fairness, and trust in each transaction
- g) **Assurance:** capability of frontline staff to perform their duties, knowledgeable about product and service, understand client needs, helpfulness, and good work relationships
- h) **Outcome:** realization of intended benefits of a government service

The new CSM utilizes smileys/emoticons that correspond to the five (5)-point Likert Scale which will aid stakeholders’ visualization in providing the corresponding rating.

The questions in the ARTA-prescribed CSM Form are fixed, unalterable, and may not be modified or deleted. Though CITEM has the option to add additional demographic/socio-demographic and service-specific questions, the revised version shall not exceed more than five (5) minutes for the Exhibitors and Trade Buyers to accomplish. Results of the additional questions shall NOT be included in the computation of the overall score.

As an after-service availment survey, CITEM may conduct the CSM in-house using paper format, online platforms that can be accessed through the Signature Event’s website, QR codes displayed in conspicuous places during the trade fair, via email or the Agency’s various social media sites.

For purposes of impartial reporting, CITEM will require the services of a marketing research/survey company that will administer the new CSM in paper and online format for CITEM’s signature events for FY 2023: Manila FAME in October 2023, as well as, and generate, and interpret results of the CSM for the recently concluded IFEX Philippines in May 2023.

## II. Objectives of the CSM: A Feedback Mechanism

- As an after-service availment survey that assesses overall satisfaction and perception of clients on the government service they availed
- Ensure continuous improvement and enhancement of service promise towards a more meaningful client-centered Citizen’s Charter
- Identify specific actions and opportunities to improve the GOCC’s service delivery
- Providing supplemental guidance in CITEM’s compliance with GCG Memorandum Circular 2023-01, also known as the “Performance Evaluation System (PES) for the GOCC Sector” (attached as **ANNEX D**) and ARTA MC No. 2022-05 which details the “Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement.”
- Comply with the good governance conditions of the ARTA and GCG

### III. Scope of Services of a Marketing Research/Survey Company

The Marketing Research/Survey Company that will be engaged is required to:

- Administer the online and paper format of the CSM during Manila FAME October 2023
- Generate/tally the results from the CSM paper forms and online versions gathered during IFEX Philippines held in May 2023 and Manila FAME to be held in October 2023
- Prepare the CSM Report for each signature event in accordance with the Client Satisfaction Measurement (CSM) Report Outline (**ANNEX E**) prescribed by ARTA in MC 2022-05, including:
  - Thorough statistical and data trends analysis
  - From the Free Responses: findings on the quality of assistance, support, and service as perceived by CITEM stakeholders, gaps in the delivery of service assistance, support, and services, and identify the improvements or recommendations in the delivery of services and support
  - Present and discuss CSS results to the Corporate Planning Division, the Project Team of the Signature Event, and [if required] present and discuss the findings to CITEM ExCom and ManCom

#### BY THE END OF THE YEAR

- Turnover of all\* CSS results tally generated from paper and online survey platforms:
- Return to CITEM all hard copies of the CSM forms in paper format
- Provide CITEM copy of all the accomplished online CSM forms in .pdf format that is accessible through a link to the drive which includes all documentation on the above
- Prepare an Executive Summary of the CSM Reports of 2023 CITEM Signature Events IFEX Philippines and Manila FAME

\*In line with the GCG Guideline on the Conduct of the Customer Satisfaction Survey: The custodian of the CSS respondents' data is CITEM, and the upholding of the data privacy of CITEM's CSM respondents is CITEM.

### IV. Methodology of the CSM

#### A. Eligible Respondents: ALL clients with completed transactions.

A transaction is considered complete when the final step of the service availed of per Citizen's Charter of the government agency is accomplished. (E.g., exhibitor participation in a trade fair participation, trade buyer sourcing, partner agencies co-sponsorships)

#### B. Frequency and Period of Survey

After each completed transaction, January to December each year.

#### C. Number of Respondents

##### **For Trade Buyers**

The minimum number of CSM responses from the Trade Buyer classification will be determined using the sample size calculator found in [tinyurl.com/CSMsamplesize](http://tinyurl.com/CSMsamplesize) and [www.calculator.net](http://www.calculator.net). The conduct of the CSM shall continue even when the minimum number of trade buyers has been reached.

##### **For Exhibitors**

CITEM shall undertake a CENSUS of all the Exhibitors/participating companies during trade fairs. The minimum number of Exhibitors' CSM responses can be determined using the same calculator found above; nevertheless, the conduct of the Exhibitors' CSM shall continue even when the minimum number of respondents has been reached.

#### D. Data Gathering

CITEM will implement the ARTA-prescribed CSM using various data gathering methods to the greatest extent feasible, to maximize response rates.

1. On-site Conduct
  - Paper survey questionnaire
2. Online Survey Platforms
3. As assisted by the Public Assistance and Complaints Desk (PACD)\*  
 \*In CITEM's case, Concierge or Information Counter Personnel-assisted during physical trade fairs
4. Remote Conduct
  - Agency website
  - Electronic mail
  - Social media via QR code or other similar modes

E. Collection Mechanism

The manner and time of interval of the collection of CSMs in paper and digital format shall be discussed and agreed on by CITEM and the marketing research agency/survey company as different data gathering modes will impact the timeline of CSM collection. The CSM Report for 2023 CITEM Signature Events shall cover the survey results collected until end of December 2023.

## V. Qualifications of the Marketing Research/Survey Company

The marketing research/survey company to be engaged for this requirement should possess the following qualifications:

PARTICULARS		
<b>A. APPLICABLE EXPERIENCE.</b>		
With more than three (3) years of industry experience in conducting stakeholder satisfaction surveys and related research; formulating methodology to analysis and report presentation that will be referenced from a portfolio (made available via a link containing scanned references or screen capture of ongoing/completed relevant projects aligned to marketing research/ surveys, as well as, available certification of completed projects are also considered) of ongoing and completed government and private contracts and certifications in this regard.		
	PERCENTAGE	RATING
• With more than three (3) years of experience	30%	
• With three (3) years of experience	20%	
• With less than three (3) years of experience	10%	
• With no indicated years of experience	0%	
<b>B. SUCCESSFUL IMPLEMENTATION OF CSS/CSM PROJECTS* WITHIN THE LAST FIVE (5) YEARS</b> with minimum of three (3) customers/ stakeholder satisfaction survey-related projects *Based on submitted Certificates of Project Completion showing satisfactory delivery of service.		
	PERCENTAGE	RATING
• At least three (3) customer/stakeholder satisfaction survey-related projects, with at least one government client	20%	
• At least three (3) customer/stakeholder satisfaction survey-related projects, but no government client	15%	
• Less than three (3) customer/stakeholder satisfaction survey-related projects	10%	
• No customer/stakeholder satisfaction survey-related projects	0%	
<b>C. THE ORGANIZATION'S MEMBERSHIP OF GOOD STANDING*</b> in any internationally recognized association of marketing research agencies/survey companies. *Proof of membership or certificate of good standing in relevant societies is required to substantiate affiliation.		
	PERCENTAGE	RATING
• With membership in any internationally recognized association of marketing research agencies	5%	
• No membership in any internationally recognized association of marketing research agencies	0%	

D. COMPOSITION OF KEY PERSONNEL assigned in the Project --		
<ul style="list-style-type: none"> <li>- Overall Project Manager</li> <li>- Assistant Project Managers (Asst. Project Mgr. &amp; Statistician)</li> <li>- Overall Field Manager</li> <li>- Overall Data Processing Manager</li> <li>- Data Processing Supervisor/Digital Operations Supervisor or Encoding Supervisor</li> </ul>		
	PERCENTAGE	RATING
• Complete composition of the CSS team	10%	
• Incomplete composition of CSS Team	0%	
E. QUALIFICATION OF PERSONNEL* assigned to the Project		
*Based on submitted CVs identifying the personnel assigned in the Project		
*It is preferred that all key personnel/project team members have work experience in conducting surveys or qualitative and quantitative research in customer/ stakeholder satisfaction.		
	PERCENTAGE	RATING
• All key personnel have more than three (3) years of relevant work experience in conducting CSS	20%	
• All key personnel have at least three (3) years of relevant work experience in conducting CSS	10%	
• All key personnel have no relevant work experience in conducting CSS	0%	
F. MEMBER/S OF THE PROJECT TEAM HAVE DEMONSTRATED SPECIALIZATION* in database creation, data filing, and statistical analyses of large data sets.		
* As evidenced by work experience/portfolio, certification, or a combination thereof, as in indicated in CV of personnel concerned		
	PERCENTAGE	RATING
• With declared experience in data processing and use of any applicable statistical software	15%	
• No proficiency in data processing and use of data analysis software	0%	
<b>OVERALL TOTAL</b>	<b>100%</b>	

The marketing research/survey company that attains at least 80% and which has presented the Lowest Calculated Bid (LCB) will be considered for this requirement.

## V. Duration of Work

The engagement of services of the Marketing Research/Survey Company that will administer, generate, and interpret results of the ARTA-prescribed CSM for 2023 CITEM Signature Events shall be undertaken after the signing of the Job Order/Contract or Notice to Proceed (whichever comes first) up to the submission and satisfactory acceptance of the Executive Summary report by CITEM. Generally, it will include:

- Attending CITEM briefing regarding the conduct of the ARTA and GCG-harmonized CSM instrument in CITEM signature events for 2023 (MC 2022-05)
- Acquaint itself with the ARTA-prescribed CSM
- Determine sample size for exhibitor and trade buyer respondents from the number of exhibitors and trade buyers provided by the Project Team
- Prepare the hard copies of the ARTA-prescribed CSM forms for exhibitors and trade buyers that will be used during physical trade show

Specifically, the projected activities of the marketing research agency/survey company for each CITEM signature event are as follows:

SIGNATURE EVENT	PROJECTED ACTIVITIES
<p><b>International Food Exhibition (IFEX) Philippines</b> World Trade Center-Metro Manila 26-28 May 2023</p>	<ul style="list-style-type: none"> <li>• Meet and brief the Marketing Research/Survey Company about the conduct of the ARTA-prescribed CSM forms during IFEX Philippines, including discussion on the sample size for IFEX exhibitor and trade buyer respondents</li> <li>• Tally the results gathered from accomplished ARTA-prescribed CSM forms deployed during IFEX Philippines trade fair: <ul style="list-style-type: none"> <li>○ PHYSICAL Exhibitor CSM forms</li> <li>○ PHYSICAL Trade Buyer CSM forms from VIBs* and walk-in trade buyers</li> <li>○ ONLINE Trade Buyer CSM forms**</li> </ul> </li> <li>• Present and discuss CSM findings (result, analysis, and interpretation aligned with the ARTA-prescribed guidelines in the CSM report preparation, as outlined in ANNEX B) of IFEX Philippines to CITEM (Corporate Planning, Event Project Team, CITEM ManCom and ExCom)***</li> <li>• Provide CITEM a copy of the 2023 IFEX Philippines CSM Report *Very Important Buyers **Link to be provided by the Corporate Planning Division</li> <li>• ***During a meeting to be called and agreed on by CITEM and the marketing research agency/survey company</li> </ul>
<p><b>Manila FAME</b> World Trade Center-Metro Manila 19-21 October 2023</p>	<ul style="list-style-type: none"> <li>• Meet and brief the Marketing Research/Survey Company about the conduct of ARTA-prescribed CSM during Manila FAME: <ul style="list-style-type: none"> <li>○ Discussion on the sample size for exhibitor and trade buyer respondents</li> <li>○ Logistics required in the conduct of the CSM such as: re-printing of physical CSM forms for use in the census of Manila FAME exhibitors during egress, intercept survey of Trade Buyers during event proper; required shared access to the online version of the CSM form for trade buyers</li> <li>○ Data collection and quality control procedures</li> </ul> </li> <li>• Conduct the ARTA-prescribed CSM onsite for Manila FAME Exhibitors and Trade Buyers during the Trade Fair</li> <li>• Conduct the ARTA-prescribed form online for Trade Buyers during the Trade Fair as described in Section V</li> <li>• Tally the results gathered from accomplished ARTA-prescribed CSM forms deployed during Manila FAME: <ul style="list-style-type: none"> <li>○ PHYSICAL Exhibitor CSM forms via census*</li> <li>○ PHYSICAL Trade Buyer CSM forms from VIBs and regular trade buyers (walk-ins) during the Fair</li> <li>○ ONLINE Trade Buyer CSM forms***</li> </ul> </li> <li>• Present and discuss highlights from Manila FAME Exhibitor and Trade Buyer CSM forms (digital and physical) to CITEM (Corporate Planning, Event Project Team) preferably ten (10) working days after the last day of the Fair</li> <li>• Present and discuss CSM findings (result, analysis, and interpretation aligned with the ARTA-prescribed guidelines in the CSM report preparation, as outlined in ANNEX B) of Manila FAME to CITEM (Corporate Planning, Event Project Team, CITEM ManCom and ExCom)****on or before 30 calendar days from conclusion of Fair</li> <li>• Provide CITEM a copy of the 2023 Manila FAME CSM Report</li> </ul>



SIGNATURE EVENT	PROJECTED ACTIVITIES
<b>Manila FAME</b> World Trade Center-Metro Manila 19-21 October 2023	*To be conducted during the last day, as part of the Egress Procedures **C/o Manila FAME VIB Liaison Officers (LOs) ***Digitalized version of the CSM Form will be made available online ****Date to be discussed and agreed on by both parties
	<ul style="list-style-type: none"> <li>• Present a General Executive Summary of CSM Report for 2023 CITEM Signature Events by 1<sup>st</sup> week of January 2024 at the latest</li> </ul>

## VI. Mode of Procurement

The mode of procurement for this requirement shall be through **Alternative Mode-Small Value Procurement (SVP)**

## VII. Term of Payment

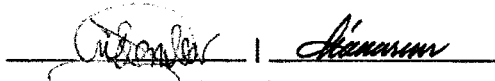
Service Milestone	Percentage of Payment*
For IFEX Philippines <ul style="list-style-type: none"> <li>• Tally, analysis, and interpretation of Exhibitor and Trade Buyer CSM forms (paper format and online)</li> <li>• Preparation of IFEX Philippines CSM Report and presentation of same to CITEM (Corporate Planning, Event Project Team, CITEM ManCom and ExCom)</li> <li>• CITEM's acceptance and approval of CSM report (in Word and .pptx formats)</li> </ul>	40%
For Manila FAME <ul style="list-style-type: none"> <li>• Briefing about Manila FAME Philippines event</li> <li>• Conduct of ARTA-prescribed CSM census for Manila FAME exhibitors (paper format), VIBs and Regular Trade Buyers (paper format and online)</li> <li>• Presentation of Manila FAME CSM highlights report five (5) working days after the last Fair day to include initial tally, analysis, and interpretation of data gathered from Manila FAME CSM forms</li> <li>• Preparation and presentation of Post-Manila FAME CSM Report 30 working days after the last Fair day</li> <li>• CITEM's acceptance and approval of CSM report (in Word and .pptx formats)</li> <li>• CITEM's acceptance and approval of the Executive Summary Report by 1<sup>st</sup> week of January at the latest</li> </ul>	60%
<b>TOTAL</b>	<b>100%</b>

Note: The Processing of payment will begin upon acceptance and approval of required outputs, receipt of invoice per tranche, and complete supporting documents in accordance with applicable government rules and regulations.


## VII. Approved Budget for the Contract (ABC)

The approved budget for the Engagement of the Services of a Marketing Research/Survey Company to Administer, Generate, and Interpret Results of the Anti-Red Tape Authority (ARTA)-prescribed Customer Satisfaction Measurement (CSM) for 2023 CITEM Signature Events is **THREE HUNDRED THOUSAND PESOS (P300,000.00)** ONLY inclusive of value-added tax (VAT) and other applicable government taxes and fees.


Prepared by:

  
\_\_\_\_\_  
JEWEL H. UDARBE, Planning Officer IV  
DIANA ROSE M. ROLDAN, Planning Officer III

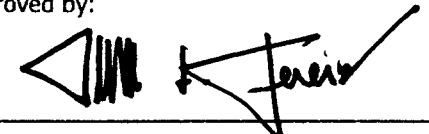
Noted by:

  
\_\_\_\_\_  
ROMINA AUREA C. MAGNO  
CTIDS and Officer-in-Charge, Corporate Planning

Recommending Approval:

  
\_\_\_\_\_  
MA. LOURDES D. MEDIRAN  
Deputy Executive Director

Approved by:

  
\_\_\_\_\_  
AMB EDWARD L. FERREIRA, PH. D.  
Executive Director

**References:**

**ANNEX A**

TO BE SUBMITTED DURING EGRESS, 21 OCTOBER 2023

PAPER FORMAT SURVEY FOR 2023 Manila FAME EXHIBITORS

Control №: \_\_\_\_

**HELP US SERVE YOU BETTER!**

This Client Satisfaction Measurement (CSM) tracks the customer experience of government offices. Your feedback on your recently concluded transaction will help this office provide a better service. All fields marked with an asterisk (\*) are required. Personal information shared will be kept confidential and you always have the option to not answer this form.

Please check (✓) the box that best corresponds to your answer.

\*Client type:  Citizen  Business  Government (Employee or another agency) \_\_\_\_\_

Date: \_\_\_\_\_ \*Sex:  Male  Female  Nonbinary  Prefer not to indicate Age: \_\_\_\_\_

\*Company Name: \_\_\_\_\_ Region of residence: \_\_\_\_\_

\*Service Availed:  Registration  Airport Reception  Staff Assistance  Exhibitors' Lounge  B2B Meetings  
 Check all that apply  Onsite Food Services  Other (please indicate): \_\_\_\_\_  
 Did not avail CITEM services

**INSTRUCTION:** Check mark (✓) your answer to the **Citizen's Charter (CC)** questions. The Citizen's Charter is an official document that reflects the services of a government agency/office including its requirements, fees, and processing times among others.

**CC1** Which of the following best describes your awareness of a CC?






- 1. I know what a CC is and I saw this office's CC.
- 2. I know what a CC is but I did NOT see this office's CC.
- 3. I learned of the CC only when I saw this office's CC.
- 4. I do not know what a CC is and I did not see one in this office. (If Option No. 4 was chosen, answer 'N/A' on CC2 and CC3)

**CC2** If aware of CC (answered 1-3 in CC1), would you say that the CC of this office was ...?

- 1. Easy to see
- 2. Somewhat easy to see
- 3. Difficult to see
- 4. Not visible at all
- 5. N/A

**CC3** If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?

- 1. Helped very much
- 2. Somewhat helped
- 3. Did not help
- 4. N/A

<b>Service Quality Dimension (SCD)</b> INSTRUCTION: Please put a check mark (✓) on the column that best corresponds to your answer.	 STRONGLY DISAGREE	 DISAGREE	 NEITHER AGREE NOR DISAGREE	 AGREE	 STRONGLY AGREE	<b>N/A</b> NOT APPLICABLE
*SQD0. I am satisfied with the service that I availed.						
*SQD1. I spent a reasonable amount of time for my transaction.						
*SQD2. The office followed the transaction's requirements and steps based on the information provided.						
*SQD3. The steps (including payment) I needed to do for my transaction was easy and simple.						
*SQD4. I easily found information about my transaction from the office or its website.						
*SQD5. I paid a reasonable amount of fees for my transaction.						
*SQD6. I feel the office was fair to everyone, or " <u>walang palakasan</u> " during my transaction.						
*SQD7. I was treated courteously by the staff, and (if asked for help) the staff was helpful.						
*SQD8. I got what I needed from the government office, or (if denied) denial of request was sufficiently explained to me.						

Suggestions on how we can further improve our services (optional):

\_\_\_\_\_

Email address (optional): \_\_\_\_\_

## ANNEX B

[ARTA MC No. 2022-05, "Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement"](#)

Supplementary information regarding the implementation of the new ARTA-prescribed CSM:

[Joint Memorandum Circular No. 1, series of 2023 on Supplemental Guidelines to the ARTA Memorandum Circular 2022-05 or the Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement Specific for GOCCs Covered by Republic Act No. 10149](#)

## ANNEX C

The full copy of the CITEM's Citizen's Charter can be accessed [here](#).


The specific service commitments for CITEM Exhibitors and Trade Buyers can be found in pp. 19-22 of the above document.

## ANNEX D

GCG Memorandum Circular 2023-01, the "Performance Evaluation System (PES) for the GOCC Sector" is found [here](#).

## ANNEX E

Outline of the CSM Report below as indicated in ARTA MC 2022-05



Harmonized CSM Report Outline:

- I. Title Page
  - This section shall contain the Agency's official logo and official name. The page shall also include the label "Client Satisfaction Measurement Report", the year covered by the report, and the report's edition (Ex. 2nd Edition).
- II. Table of Contents
- III. Overview
  - The content of the Overview section shall be at the discretion of the agency. It may include a brief description of the agency and the CSM mandate.
- IV. Scope and Methodology
  - a. Period covered
  - b. Geographic and Office coverage
  - c. List of services surveyed
  - d. Sampling
    - i. Applied confidence level and margin of error
    - ii. Mode of survey implementation (Ex. Paper questionnaire in the office)
      - The Scope section of the CSM Report shall include the period the survey was conducted and the geographical coverage of the survey.
      - In addition, the section shall include a table of the agency's services, the number of clients that completed the survey, and the total number of transactions during the year (surveyed + unsurveyed clients).
      - The agency shall create a separate table for services that had no clients during the period.
      - The sampling calculator is attached in the CSM Guidelines document.
  - e. Feedback and Collection Mechanism
  - f. Scoring system
    - i. Table of the scale and its equivalent number
  - g. How numerical results will be interpreted
    - The Methodology section of the CSM Report shall discuss all the physical and digital methods used by the agency to implement the CSM survey.
    - Additionally, the section shall provide a table of the 5-point Likert scale and the survey's scoring system.
- V. Results
  - a. Response rates (per service)
    - i. Number of clients surveyed per service
    - ii. Number of clients surveyed per customer type
  - b. Total number of transacting clients during the period (per service)
  - c. Client Demographic
  - d. Citizen's Charter results
  - e. Service Quality Dimension results
  - f. Free responses
    - The response rate is integral to the survey so it shall be explicitly stated in the CSM report. It shall be followed by a discussion of why the agency thinks the response rate is high, low, or as expected.
    - Furthermore, the agency shall provide reasons for why services have 0 responses, if any.
    - A breakdown of the client demographic shall be provided. The agency may provide an analysis based on how it may or may not be representative of its population.
    - Then, a breakdown of the Citizen's Charter questions and Service Quality Dimension questions by result count shall be provided. The agency shall provide an analysis of the results.
    - Afterward, a breakdown of each services' scores shall be provided. The agency shall also provide an analysis of these results.
- VI. Results of the Agency Action Plan reported in the previous year
- VII. Continuous Agency Improvement Plan for the following year
  - Sections VI and VII shall contain the action steps, the responsible unit/person, and a timeline. Agencies are also encouraged to incorporate CSM findings to the Improvement Plan.
  - Section VI shall not apply for the first year of CSM implementation
- VIII. Index
  - A. Clear image of physical CSM survey used
  - B. Detailed list of regional and satellite offices covered
  - C. CSM results of each regional and satellite office
    - i. Response rates of each office
    - ii. Demographic of each office
    - iii. Citizen's Charter results of each office
    - iv. SQD results of each office