



**CUSTOMER SATISFACTION SURVEY
TOURISM PROMOTIONS BOARD (TPB)**

QUESTIONNAIRE NUMBER

RESPONDENT INFORMATION			
Respondent Name		Time Start (in 24:00)	
Respondent Address		Time End (in 24:00)	
Respondent Phone Number (House)		Respondent Phone Number (Mobile)	
INTERVIEWER INFORMATION			
Interviewer Name		Date of Interview	
Interviewer ID		Time of Interview	
QUALITY CONTROL CHECKS AND VALIDATIONS			
Witnessed/Validated by		Edited by	
Witness/Validation Date:		Date of Editing	
Signature		Signature	
Quality Checked by		Data Punched by	
Quality Check Date		Data Punch Date	
Signature		Signature	
Observed by		Cleared by	
Observation Date		Clearing Date	
Signature		Signature	
Back-checked by			
Backcheck Date			
Signature			

QUOTA MONITORING GRID

TYPES OF CUSTOMERS	QUOTA	CODE
Exhibitors (Tour and Travel Operators and Other Tourism Enterprises)	n=x	1
Attendees	n=x	2
Social Media Influencers	n=x	3

SCREENER

INTRODUCTION

As part of the government's initiative to deepen citizen participation in government processes, particularly in the delivery of products and/or services, we are conducting this survey to gauge customer satisfaction on the services of the **TOURISM PROMOTIONS BOARD (TPB)**. We would appreciate if you could spare a few minutes of your time to participate in our survey. Your insights will greatly help the TPB improve its product and/or service delivery and meet your expectations to serve you better in the future. Please be assured that all answers provided will be kept in strictest confidentiality.

I am _____ from [RESEARCH AGENCY], a market research company. I will be your interviewer for today.

S1. Are you or any of your close family/relatives working with TPB? [SA]

	CODE	ROUTE
Yes	1	Close interview
No	2	Proceed to S2

S2. Are you or any of your close family/relatives currently employed in any marketing or market research firm? [SA]

	CODE	ROUTE
Yes	1	Close interview
No	2	Proceed to S3

S3. SHOWCARD

IF INTERCEPT: Which of the following service/s did you avail from TPB during this visit? What else? Anything else? [MA]

IF NON-INTERCEPT: Which of the following service/s you have availed or regularly avail from TPB? What else? Anything else? [MA]

NOTE TO GOCC: The table below should be an exhaustive list of services that the GOCC provides.

	CODE	
[SERVICE A]	1	Proceed to Q1
[SERVICE B]	2	
[SERVICE C]	3	
[SERVICE D]	4	
None of the above	99	Close interview

NOTE TO GOCC: The GOCC should customize its screening questions. Additional questions may be added such as whether or not the respondent is a current customer, and/or whether or not the respondent has an active account, etc.

MAIN QUESTIONNAIRE

NOTE TO INTERVIEWER: For Q1, present showcard below while asking satisfaction/dissatisfaction rating questions. Do not include N/A in the showcard.

VERY SATISFIED	SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	DISSATISFIED	VERY DISSATISFIED
5	4	3	2	1

PART I. OVERALL SATISFACTION

Q1. SHOWCARD OF SATISFACTION RATING SCALE.

How satisfied or dissatisfied you are with TPB? Please use this rating scale where 5 means very satisfied, 4 means satisfied, 3 means neither satisfied nor dissatisfied, 2 means dissatisfied and 1 means very dissatisfied. How would you rate TPB on the overall? [SA]

	VS	S	Neither	D	VD	N/A
Overall satisfaction rating	5	4	3	2	1	99

Q2. ASK SPONTANEOUSLY. PROBE UNTIL RESPONDENT SAYS NONE.

Why do you say that you are [RESPONSE] with TPB? What else? Any other reasons?

PART II. EXECUTION OF SERVICE

NOTE TO INTERVIEWER: For Q3, present showcard below while asking level of agreement questions. Do not include N/A in the showcard.

STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
5	4	3	2	1

Q3a. ASK ONLY AMONG EXHIBITORS (CODE 1 IN QUOTA MONITORING GRID) SHOWCARD OF AGREEMENT SCALE/READ OUT ATTRIBUTES/ROTATE ATTRIBUTES.

Now, we will talk about the different aspects of TPB's services. Using this rating scale where 5 means strongly agree, 4 means agree, 3 means neither agree nor disagree, 2 means disagree and 1 means strongly disagree, please let us know how much you agree or disagree with the statements that I am going to read out. Let's start with... [READ OUT ATTRIBUTES]. [SA per attribute]

NOTE TO INTERVIEWER: Read attributes one at a time and wait for the respondent's answer. Do not leave any blanks. If the attribute is not applicable or the respondent says "Don't Know" even after probing, mark as N/A.

	SA	A	Neither	D	SD	N/A
<u>Staff</u>						
TPB's staff...						
treats customers with respect	5	4	3	2	1	99
strictly and fairly implements the policies, rules and regulations (e.g. no discrimination, no "palakasan" system)	5	4	3	2	1	99
provides clear and sufficient information (i.e., solutions to problems, answers to inquiries, and information on products and services)	5	4	3	2	1	99
addresses queries/concerns in a prompt manner	5	4	3	2	1	99
demonstrates willingness to assist customers	5	4	3	2	1	99
is easy to contact	5	4	3	2	1	99
appears neat, well-dressed, and professional	5	4	3	2	1	99
conveys trust and confidence	5	4	3	2	1	99

	SA	A	Neither	D	SD	N/A
<u>Event (Registration and Pre-Event Services)</u>						
Registration process was clearly communicated	5	4	3	2	1	99
Registration process was simple and easy to accomplish	5	4	3	2	1	99
Registration/participation requirements were reasonable	5	4	3	2	1	99
Registration fees were reasonable and easy to pay (as applicable)	5	4	3	2	1	99
Pre-fair or pre-event services fully cater to the needs of exhibitors	5	4	3	2	1	99
<u>Event (Marketing Campaign)</u>						
Marketing campaign clearly communicated details about the event (date, time, venue, activities)	5	4	3	2	1	99
Marketing campaign was extensive and had wide reach	5	4	3	2	1	99
Marketing materials were visually appealing	5	4	3	2	1	99
<u>Event (Event Proper)</u>						
Venue was accessible and easy to get to	5	4	3	2	1	99
Venue was appropriate for the event	5	4	3	2	1	99
Venue was safe and secured	5	4	3	2	1	99
Venue was clean and well-maintained	5	4	3	2	1	99
Exhibit hours were convenient to exhibitors/attendees	5	4	3	2	1	99
Length/duration of the event was just right	5	4	3	2	1	99
Booth space and location were adequate/sufficient	5	4	3	2	1	99
Booth design, theme, and functionality were appropriate and satisfactory	5	4	3	2	1	99
Signages were clear and visible	5	4	3	2	1	99
<u>Event (Overall Quality of the Event)</u>						
Overall, the event...						
was well-organized and well-coordinated	5	4	3	2	1	99
attracted an adequate number of attendees (quantity of attendees)	5	4	3	2	1	99
helped us reach our target customers	5	4	3	2	1	99

	SA	A	Neither	D	SD	N/A
(quality of attendees)						
was effective in promoting our business/products	5	4	3	2	1	99
was effective in generating sales	5	4	3	2	1	99
was effective in establishing new business contacts	5	4	3	2	1	99
helped us learn more about the market and our competitors	5	4	3	2	1	99
<u>Information and Communication</u>						
Information from TPB is...						
easy to obtain	5	4	3	2	1	99
clear and relevant	5	4	3	2	1	99
<u>Information and Communication (Website)</u>						
TPB's website...						
is available and accessible (e.g., no downtime, loads easily)	5	4	3	2	1	99
contains the information needed	5	4	3	2	1	99
is user-friendly	5	4	3	2	1	99
<u>Complaints Handling and Records Keeping</u>						
Filing of complaints is easy and systematic	5	4	3	2	1	99
Complaints are resolved within prescribed timeframe	5	4	3	2	1	99
Resolutions to complaints are satisfactory/acceptable	5	4	3	2	1	99
Files/records are accurate and updated	5	4	3	2	1	99
<u>Facilities (TPB office)</u>						
Signages are visible and readable (e.g. Citizen's Charter, steps and procedures, directional signages)	5	4	3	2	1	99
Office premises are clean, orderly and well-maintained	5	4	3	2	1	99
Office premises are well-ventilated and have good lighting	5	4	3	2	1	99
Office premises are safe and secure (e.g., with security guard)	5	4	3	2	1	99

Q3b. ASK ONLY AMONG ATTENDEES (CODE 2 IN QUOTA MONITORING GRID) SHOWCARD OF AGREEMENT SCALE/READ OUT ATTRIBUTES/ROTATE ATTRIBUTES.

Now, we will talk about the different aspects of TPB’s services. Using this rating scale where 5 means strongly agree, 4 means agree, 3 means neither agree nor disagree, 2 means disagree and 1 means strongly disagree, please let us know how much you agree or disagree with the statements that I am going to read out. Let’s start with... [READ OUT ATTRIBUTES]. [SA per attribute]

NOTE TO INTERVIEWER: Read attributes one at a time and wait for the respondent’s answer. Do not leave any blanks. If the attribute is not applicable or the respondent says “Don’t Know” even after probing, mark as N/A.

	SA	A	Neither	D	SD	N/A
<u>Event (Marketing Campaign)</u>						
Marketing campaign clearly communicated details about the event (date, time, venue, activities)	5	4	3	2	1	99
Marketing campaign was extensive and had wide reach	5	4	3	2	1	99
Marketing materials were visually appealing	5	4	3	2	1	99
<u>Event (On Event Proper)</u>						
Registration process was simple and easy to do	5	4	3	2	1	99
Registration fees were reasonable and fair (as applicable)	5	4	3	2	1	99
Venue was accessible and easy to get to	5	4	3	2	1	99
Venue was appropriate for the event	5	4	3	2	1	99
Venue was safe and secured	5	4	3	2	1	99
Venue was clean and well-maintained	5	4	3	2	1	99
Exhibit hours were convenient to exhibitors/attendees	5	4	3	2	1	99
Length/duration of the event was just right	5	4	3	2	1	99
<u>Event (On Quality of the Event)</u>						
On the overall, the event...						
was well-organized and well-coordinated	5	4	3	2	1	99
featured a good number of exhibitors	5	4	3	2	1	99
displayed a broad range of products/services	5	4	3	2	1	99
provided an opportunity to learn new information	5	4	3	2	1	99

	SA	A	Neither	D	SD	N/A
<u>Information and Communication</u> Information from TPB is...						
easy to obtain	5	4	3	2	1	99
clear and relevant	5	4	3	2	1	99
<u>Information and Communication (Website)</u> TPB's website...						
is available and accessible (e.g., no downtime, loads easily)	5	4	3	2	1	99
contains the information needed	5	4	3	2	1	99
is user-friendly	5	4	3	2	1	99

**Q3c. ASK ONLY AMONG SOCIAL MEDIA INFLUENCERS (CODE 3 IN QUOTA MONITORING GRID)
SHOWCARD OF AGREEMENT SCALE/READ OUT ATTRIBUTES/ROTATE ATTRIBUTES.**

Now, we will talk about the different aspects of TPB's services. Using this rating scale where 5 means strongly agree, 4 means agree, 3 means neither agree nor disagree, 2 means disagree and 1 means strongly disagree, please let us know how much you agree or disagree with the statements that I am going to read out. Let's start with... [READ OUT ATTRIBUTES]. [SA per attribute]

NOTE TO INTERVIEWER: Read attributes one at a time and wait for the respondent's answer. Do not leave any blanks. If the attribute is not applicable or the respondent says "Don't Know" even after probing, mark as N/A.

	SA	A	Neither	D	SD	N/A
<u>Staff</u> TPB's staff...						
treats customers with respect	5	4	3	2	1	99
provides clear and sufficient information	5	4	3	2	1	99
addresses queries/concerns in a prompt manner	5	4	3	2	1	99
demonstrates willingness to assist customers	5	4	3	2	1	99
is easy to contact	5	4	3	2	1	99
appears neat, well-dressed, and professional	5	4	3	2	1	99
conveys trust and confidence	5	4	3	2	1	99
<u>Partnerships with TPB</u>						
Process for partnering with TPB is	5	4	3	2	1	99

	SA	A	Neither	D	SD	N/A
systematic and fair						
Terms and conditions in contract are adequately explained	5	4	3	2	1	99
Terms and conditions in contract are fair and reasonable	5	4	3	2	1	99
Contract agreements clearly define roles and responsibilities	5	4	3	2	1	99
Contract agreements clearly define timelines and deliverables	5	4	3	2	1	99
Assistance / services provided by TPB in exchange of promotional social media posts are satisfactory	5	4	3	2	1	99
Familiarization trips are well-planned and coordinated	5	4	3	2	1	99
Familiarization trips are safe	5	4	3	2	1	99
Length / duration of familiarization trips are just right	5	4	3	2	1	99
Planned activities by TPB accomplish set goals and objectives	5	4	3	2	1	99
Planned activities are profitable and mutually beneficial	5	4	3	2	1	99
<u>Information and Communication</u> Information from TPB is...						
easy to obtain	5	4	3	2	1	99
clear and relevant	5	4	3	2	1	99
<u>Information and Communication (Website)</u> TPB's website...						
is available and accessible (e.g., no downtime, loads easily)	5	4	3	2	1	99
contains the information needed	5	4	3	2	1	99
is user-friendly	5	4	3	2	1	99
<u>Complaints Handling and Records Keeping</u>						
Filing of complaints is easy and systematic	5	4	3	2	1	99
Complaints are resolved within prescribed timeframe	5	4	3	2	1	99
Resolutions to complaints are satisfactory/acceptable	5	4	3	2	1	99
Files/records are accurate and updated	5	4	3	2	1	99

	SA	A	Neither	D	SD	N/A
Facilities (TPB office)						
Signages are visible and readable (e.g. Citizen's Charter, steps and procedures, directional signages)	5	4	3	2	1	99
Office premises are clean, orderly and well-maintained	5	4	3	2	1	99
Office premises are well-ventilated and have good lighting	5	4	3	2	1	99
Office premises are safe and secure (e.g., with security guard)	5	4	3	2	1	99

Q4. SHOWCARD.

Where do you most often get information about TPB and its services? [SA]

	CODE
Information desk	1
Website	2
Phone/Hotline	3
Social media (Specify _____)	4
Conferences	5
Text/SMS	6
Bulletins	7
Others (Specify _____)	8

Q5. ASK SPONTANEOUSLY. PROBE UNTIL RESPONDENT SAYS NONE.

What are your suggestions for the improvement of TPB's services? What else? Anything else?

<p>I declare that this interview has been carried out strictly in accordance with your specification and has been conducted within the ESOMAR Code of Conduct with a person unknown to me.</p>	<p>Interviewers' Signature</p>	<p>Supervisor's Signature</p>
---	--------------------------------	-------------------------------