



The Road to Customer Service Excellence: a Journey of Transformation

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Outline of Presentation

GSIS Then...

Regaining Stakeholders' Trust and Confidence

Impact of Service Reforms

Sustaining Responsive Service

GSIS Then...

Loss of trust and confidence by members and pensioners

Most hated and insensitive agency; policies not member-friendly resulting in:

- **weekly rallies**
- **never-ending complaints on inaccurate accounts, delayed processing**



GSIS



Source: bulatlat.com

GSIS Then...

President Aquino's blog dominated by GSIS complaints

Executives and employees booed during dialogues with members and pensioners

Regaining Trust and Confidence

**Rebranded GSIS with a new vision
and mission focused on
responsive service**



New GSIS

More Transparent

More Consultative

More Member Focused



Conduct of regular dialogues with stakeholders



Regaining Trust and Confidence

Pensioners' Reforms

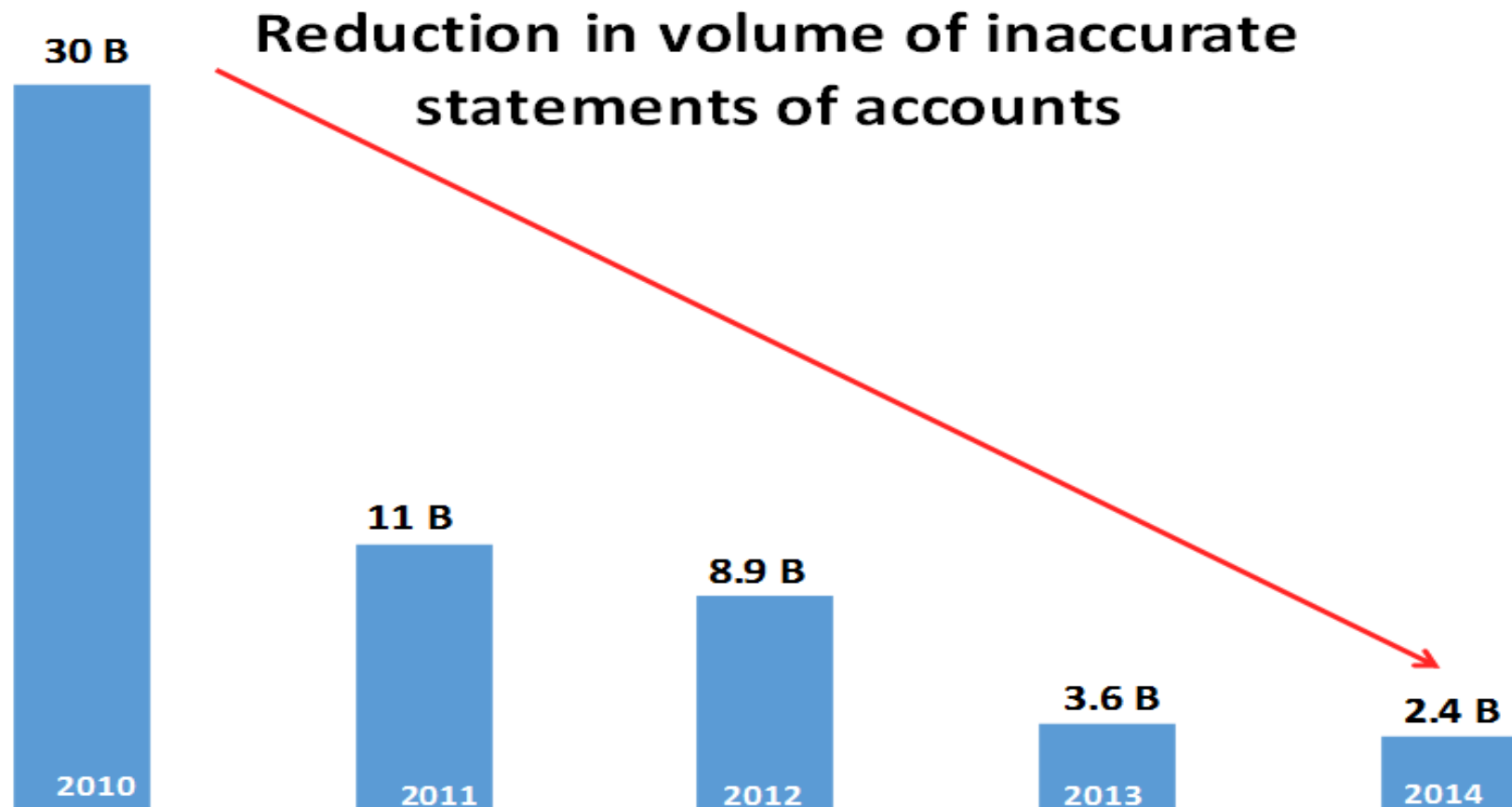
No more 'ARAS'

Increased minimum pension

Restored survivorship benefit



Regaining Trust and Confidence



Regaining Trust and Confidence

Database cleansing

Signing of agreements
with suspended
agencies

**Improved Processing of
Members' Records**

Monitoring of
turnaround time

Project SOLA
prioritizing retiring
members

2014 Social Insurance claims and benefits processing efficiency

TYPE OF CLAIM	Turn-Around Time (TAT)	Period	% Within TAT
Retirement/ Separation	90	Sep-Dec	96.42%
Disability	90	Sep-Dec	94.71%
Regular Life Insurance	90	Sep-Dec	98.34%
Survivorship	90	Sep-Dec	97.29%
Funeral	30	Nov-Dec	90.13%

Regaining Trust and Confidence

Reforms for Members

Option to Change
Retirement Date,
Mode, and/or Benefit Option

Enhanced Loan Terms

More service touch points
(one stop shop set up for branches,
kiosks, call center, service desks)



GSIS

The Road to Customer Service Excellence

Deployment of portable GSIS Kiosks in the aftermath of 7.2 magnitude earthquake in Bohol



Regaining Trust and Confidence

Reforms for Members

IT solutions for efficient processing
(eBCS, additional bandwidth and
telecom lines)

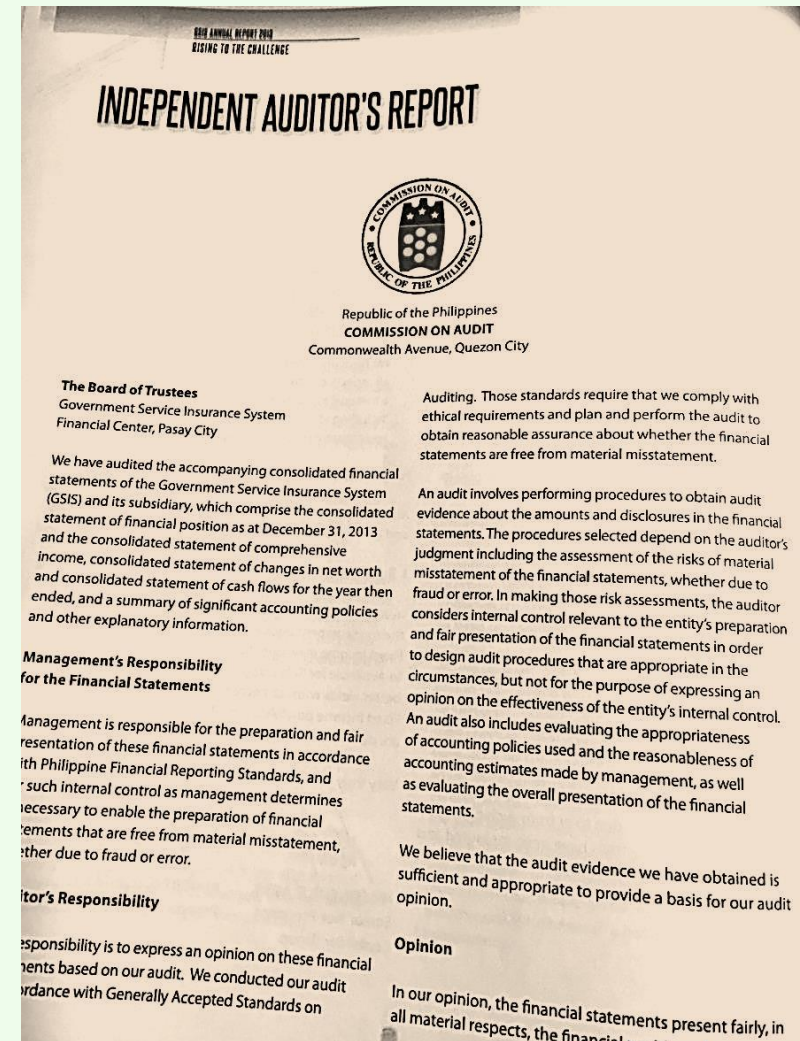
Decentralized processing ('file
anywhere' policy)

Lesser doc requirements and use of
eCARD in paying
claims' benefits

Impact of Reforms

“... in our opinion the financial statements are presented fairly in all material respects ...”

Commission on Audit



Impact of Reforms

2012

FAILED

73.82%
(45 branches)

2013

GOOD

85.76%
(28 branches)

2014

EXCELLENT

91 %
(57 branches)

Customer Feedback Survey Ratings

2014 Seal of Excellence Recipients

Baguio
Bataan
Batangas
Bayombong
Bulacan
Cauayan
Dagupan
Laoag
Laguna
Palawan
Tarlac
Tuguegarao



Aklan
Bacolod
Borongan
Dipolog
Central Office
Pasig
Roxas
Surigao
Tagum

Impact of Reforms

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Pension fund tops service delivery in govt sector

THE Government Service Insurance System (GSIS) topped the 2014 Anti-Red Tape Act (ARTA) survey of the Civil Service Commission (CSC) covering more than 1,000 agencies.

GSIS earned the highest percentage of offices nationwide that have been rated "Excellent" in the survey. Thirty eight branch offices out of 57 surveyed or 67% earned an "Excellent" score (90% and above), with not one office receiving a failing mark.

In 2012, a survey of 45 branch offices showed GSIS with a "Failed" overall rating.

"The first thing we did when we saw that failing mark was meet with CSC Chairman Francisco Duque III and ask him how GSIS could improve its rating. Armed with CSC's suggestions, we prepared for the 2013 survey," said President and General Manager Robert Vergara.

In the 2013 survey of 28 branch offices, the pension fund had an average 88 percent rating or "Good". In addition, 11 branch offices earned an "Excellent" score, eight of which received a Seal of Excellence Award.

In 2014, GSIS achieved

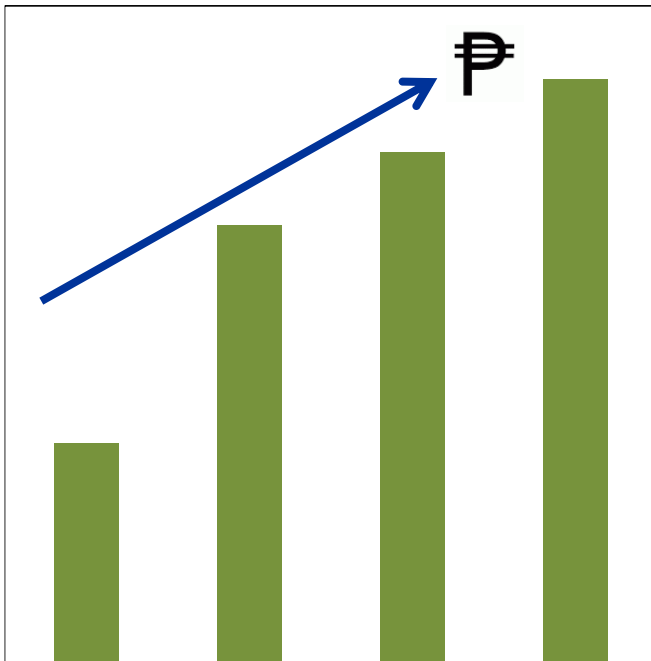
an overall grade of "Excellent" for its 57 branch offices with four branch offices earning a Seal of Excellence-Bulacan, Dipolog, Tagum and Tuguegarao.

"We are pleased by the survey results. It's a validation of our efforts to transform GSIS into a more efficient service-focused institution by streamlining the structure and simplifying the chain of command," Vergara said.

As a Seal of Excellence recipient, a branch office receives a wall mountable glass seal and P100,000 cash to buy equipment and materials for frontline service.

Impact of Reforms

2014 Record Financial Performance



Php908 B in assets

Php231 B in revenues

Php140 B in income

**Actuarial life until 2049
or 35 years**

Sustaining Responsive Service



**Endearment
of Members**



GSIS: Maaasahan ng Lingkod-Bayan

www.gsis.gov.ph
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