

The Road to Customer Service Excellence: a Journey of Transformation

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Republic of the Philippines





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 memberfriendly resulting in:

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







Source: bulatlat.com



GSIS Then...

President Aquino's blog dominated by GSIS complaints

Executives and employees booed during dialogues with members and pensioners



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











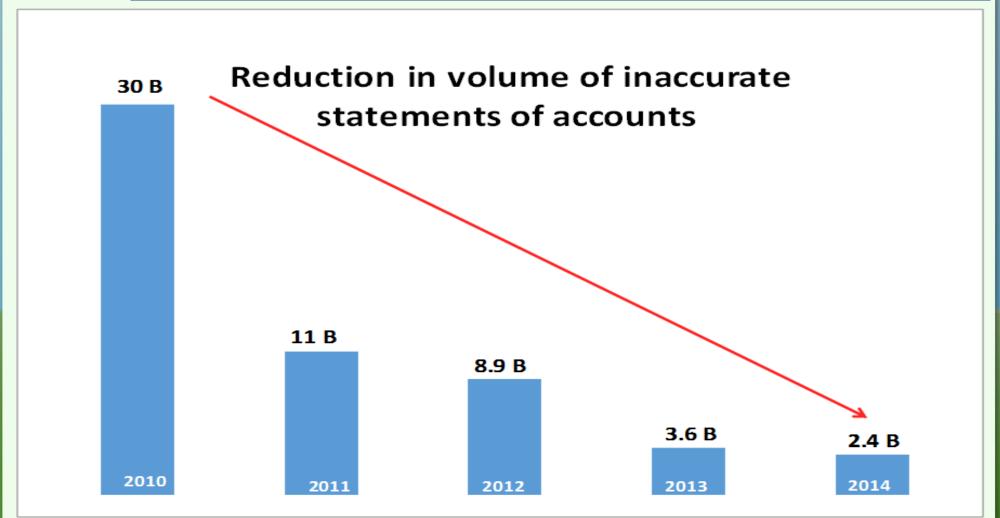
Pensioners' Reforms

No more 'ARAS'

Increased minimum pension

Restored survivorship benefit







Database cleansing

Signing of agreements with suspended agencies

Improved Processing of Members' Records

Monitoring of turnaround time

Project SOLA prioritizing retiring members



The Road to Customer Service Excellence

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%



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)



The Road to Customer Service Excellence

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





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



The Road to Customer Service Excellence

Impact of Reforms

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

Commission on Audit

BEST ANNUAL REPORT 2012 RISING TO THE CHAILENS

INDEPENDENT AUDITOR'S REPORT



Republic of the Philippines
COMMISSION ON AUDIT
Commonwealth Avenue, Quezon City

The Board of Trustees

Government Service Insurance System Financial Center, Pasay City

We have audited the accompanying consolidated financial statements of the Government Service Insurance System (GSIS) and its subsidiary, which comprise the consolidated statement of financial position as at December 31, 2013 and the consolidated statement of comprehensive income, consolidated statement of changes in net worth and consolidated statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Anagement is responsible for the preparation and fair resentation of these financial statements in accordance ith Philippine Financial Reporting Standards, and such internal control as management determines secessary to enable the preparation of financial tements that are free from material misstatement, other due to fraud or error.

tor's Responsibility

esponsibility is to express an opinion on these financial pents based on our audit. We conducted our audit ordance with Generally Accepted Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinio

In our opinion, the financial statements present fairly, in all material respects, the financial provided to the statements of the statement of the stateme





Impact of Reforms

2012

2013

2014

FAILED
73.82%
(45 branches)

GOOD 85.76% (28 branches)

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

Monday, 09 February 2015 Manila Standard Today

News

Page: A-6

Size: 43 col-cm

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 nation-wide 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.

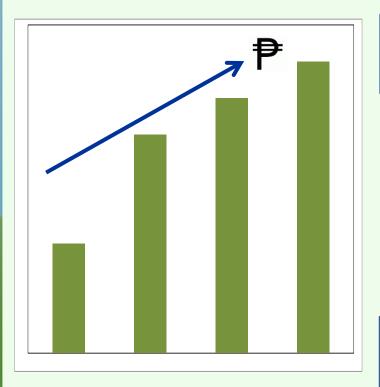
As a Seal of Excellence recipient, a branch office receives a wall mountable glass seal and P100,000 cash to buy equipment and materials for frontline service.





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

<u>www.gsis.gov.ph</u> 847.4747