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**COACHING REPORT ON
CUSTOMER SURVEY
Bac Ninh, 18.10 – 17.11.2006**

Hanoi, December 2006

Ministry of Construction – Hanoi

in cooperation with

Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH

Technical Assistance on behalf of GTZ by GFA Consulting Group & Associates



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1 SUMMARY OF ACTIVITIES AND RESULTS

Throughout the 6 weeks, the Customer Survey group has been established and attended the coaching sessions either in group or individually. The detail activities each week are as follows:

Time	Type of coaching	Detail activities
Week 1 – 18.10.06	Group coaching session	<ul style="list-style-type: none"> ○ Reviewing activities related to customer survey that company had conducted to date ○ Deciding on the content of the small customer survey as a pilot survey and seek approval from the Director ○ Identifying job details of team leader and team members
Week 2 – 27.10.06	Group coaching session	<ul style="list-style-type: none"> ○ Reviewing details of job description for team leader and team members ○ Sampling methods and selecting suitable sample for the pilot survey ○ Filling PIMS ○ Identifying activities in a customer survey process ○ Making detail plan and cost estimation for the pilot customer survey
Week 3 – 02.11.06	Group coaching session	<ul style="list-style-type: none"> ○ Review results of activities conducted since the last session ○ Developing a questionnaire: theory and practice ○ Developing standard operating procedures
Week 4 – 10.11.06	Group coaching session	<ul style="list-style-type: none"> ○ Revising the questionnaire ○ Data entry and analysis form in Excel program ○ Prepare for questionnaire testing ○ Preparing for training of interviewers/ enumerators ○ Completing SOPs for customer survey activities ○ Practice sampling on obtained lists of households in selected areas.
Week 5 – 14.11.06	Individual coaching session	<ul style="list-style-type: none"> ○ Checking on the progress of pilot survey implementation ○ Designing data entry and analysis format in the working computer ○ Coding of SOPs, job description and CV ○ Develop a 5-year plan for customer survey group ○ Visit to PPC representative related to health and sanitation committee
Week 5 – 17.11.06	Individual coaching session	<ul style="list-style-type: none"> ○ Checking on the progress of pilot survey implementation ○ Revise and finalize SOPs for customer survey activities with the team leader ○ Revise and finalize job descriptions with team leader ○ Revise 5-year plan for customer survey group ○ Prepare for a presentation to be presented in the



		progress Workshop scheduled on 25.11.06
Week 5 – 24.11.06	Individual coaching session	<ul style="list-style-type: none"> o Checking on the progress of pilot survey implementation o Check approval for SOPs, job descriptions and 5-year plan from the Director o Revise the presentation to be presented by the team leader in the progress Workshop scheduled on 25.11.06 o Team leaders pre-test their presentation

At the end of this coaching session, the following outputs have been achieved:

- A customer survey team is established with 6 members and the team leader is a staff of Network management department as can be seen in the next section;
- Job descriptions, SOPs and CVs for guiding and monitoring the performance of the team members are constructed;
- A pilot customer survey on wastewater is planned, approved and put into action. The expected completion time would be in the middle of December 2006.
- An overall plan for the future activities of the customer survey team is developed and approved by the Director.

Besides the technical outputs, there is some observed impact on the company in general as well as the team in particular:

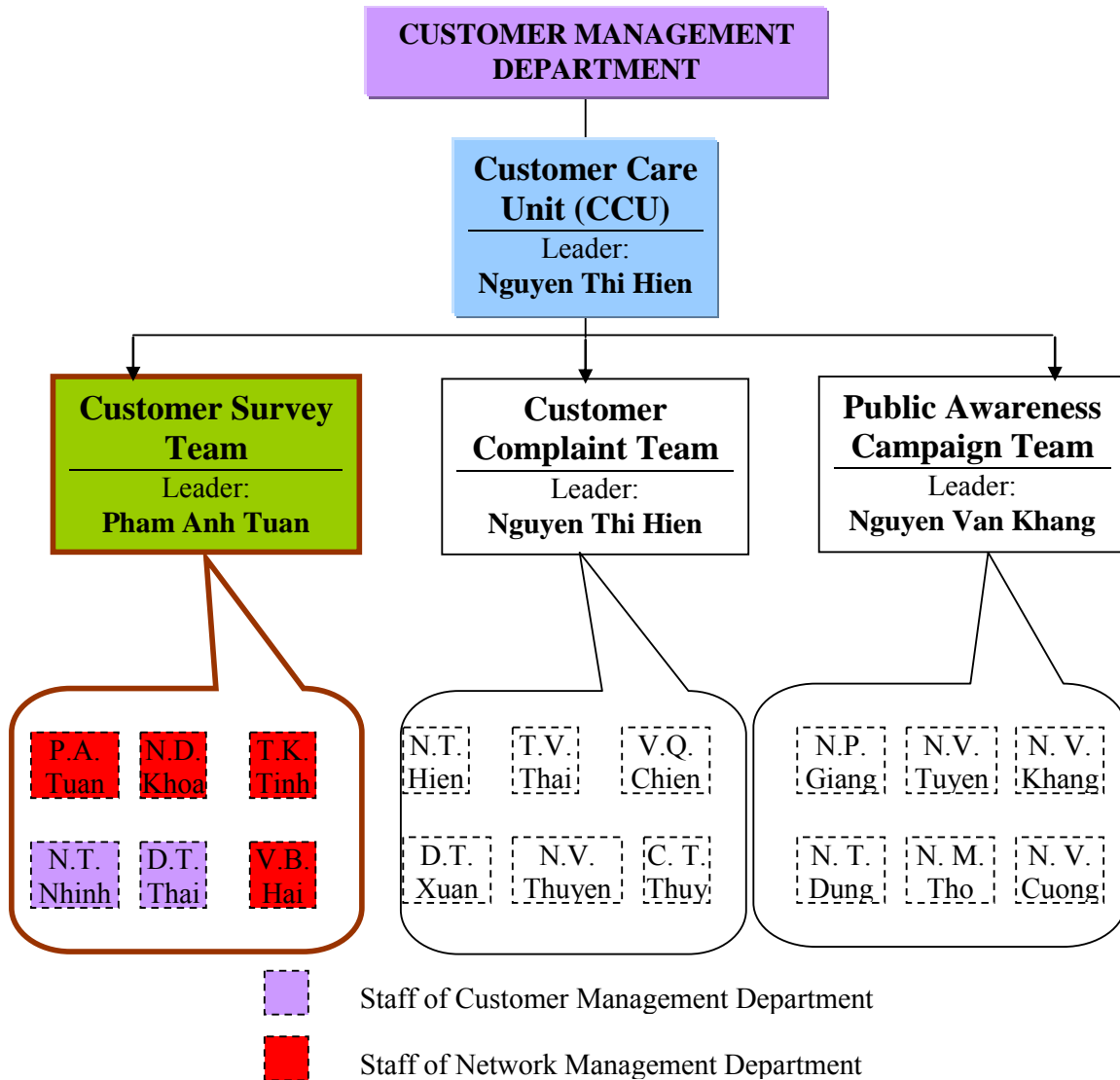
- The company and the team have become more aware of the importance of customer surveys in the improvement of service quality provided to the customers
- The company has already got some experience with customer survey, the experience is now consolidated and widened with the systematic knowledge and skills gained through the coaching course and the implementation of the pilot survey;
- The company and team members have been very active throughout the coaching process; this could show their enthusiasm and commitment to the practice of customer survey in the company.

After this coaching process, follow-up visits are required (about 2 times per month). The coaching will focus on:

- Completion of the pilot customer survey and lessons-learnt discussion
- Pre-prepare the customer satisfaction survey for wastewater services which is to be implemented later in the year 2009 after one year the wastewater services are officially provided to the customers.

2 ORGANIZATIONAL STRUCTURE

The following diagram describes where the Customer Survey team is located within the new structure of the Customer Care Unit and the responsible persons in the team.





**BAC NINH WATER SUPPLY AND SEWERAGE COMPANY
CUSTOMER CARE UNIT**

3 JOB DESCRIPTIONS

3.1 Job Description of Customer Survey Team Leader

Code: MTCV21

Group Code	Position code	Type code	Sub Code
TR	DRV	LAB	

Position

Customer Survey Team Leader

Relations

Responsible to

Company director

Head of Customer Care Unit

Responsible for

Members of Customer Survey Team

Job objectives

Organize, manage and supervise periodical and ad hoc customer surveys by using appropriate survey method aiming to collect information useful for the improvement of customer services, within the company's mission and plan.

Education, experience and traits

Necessary to have sufficient expertise and skills to fulfil the responsibilities and tasks of a Customer Survey Team Leader.

Have knowledge on:

- Survey methods;
- Statistical and data analysis methods;
- Steps in a customer survey process;
- Planning, organizing and managing implementation;
- Governmental laws and regulations related to environmental protection, water supply, drainage, sewerage and wastewater treatment;
- Principles and practices of filing, administration, and use of office equipments.

Have skills on:

- Planning, human resource allocation, and management of implementation process;
- Guiding a team to work to achieve preset objectives and goals;
- Problem analyzing, solutions identifying and implementing decided solutions;
- Working independently;
- Using computer statistical softwares for analyzing data and other common computer programs such as MS Word, Excel, Power Point; Using office equipments and audio-visual aids in a



conference;
<ul style="list-style-type: none">• Establishing and maintaining effective working relationships;• Good oral and written communication
<u>Education and experience:</u>
<i>Education:</i> Completed high school and need to be supplemented with tertiary courses on social studies or related fields.
<i>Experience:</i> Two years experience in customer survey or community survey.

Recruitment methods

Number of working hours

8 hours/ day

No.	Responsibilities/ Tasks	Performance standards	Estimated time (%) for the task
1	Receive tasks for customer survey from company directors, or identifying new customer survey needs in accordance with the developmental goals of the company, developing a detail plan to submit to the director for approval (See SOP21);		
2	Make a detail plan, assigning and providing specific instructions to team members and to local collaborators (See SOP21, SOP26);		
3	Check the tasks implemented by the team members and provide them with encouragement during the implementation of tasks, aware of changes and arising issues and solve the arising problems appropriately within the authority of a team leader;		
4	Organize team meetings to discuss various aspects related to the customer survey process including objectives, methods, plans... (See SOP26)		
5	Analyze obtained data and write survey report (See SOP25)		
6	Report progress, status, and results to the supervisor and director (See SOP25);		
7	Identify new opportunities for service improvement, provide recommendations to the director, and pay attention to the follow-up service improvement activities conducted by the company (See SOP25)		
8	Establish and maintain relationships with other units and departments within the company as well as with other institutions and organizations outside of the company;		
9	Support the implementation of activities of other units and departments in the company;		
10	Perform other tasks as assigned by the company director within the personal expertise and experience.		



Written by	
Signature	
Name: Nguyen Thi Hien	Position Head of Customer Care Unit
Date:	17.11.2006



3.2 Job description of Customer Survey team member

Code: MTCV22

Group Code	Position code	Type code	Sub Code
TR	DRV	LAB	

Position

Customer Survey Team Member

Relations

Responsible to

Company Director
Head of Customer Care Unit
Customer Survey Team Leader

Job Objective

Prepare and implement periodical or ad hoc customer surveys using appropriate methodology aiming to collect information for the improvement of customer services, within the mission and plan of the company.

Education, Experience and Traits

Necessary to have sufficient expertise and experience to fulfil the responsibilities and tasks of a Customer Survey Team Member.

Knowledge on:

- Survey methods;
- Steps in the customer survey process;
- Governmental laws and regulations on environmental protection, water supply and wastewater services;
- Principles and practices of filing, administration, use of office equipment.

Skills on:

- Using statistic software to enter data and other common computer programs: MS Word, Excel, Power Point;
- Work effectively as in a team or individually;
- Good oral and written communication;
- Ability and willingness to learn new knowledge and skills on customer survey.

Education and Experience:

Education: Equivalent to high school level can be supplemented with tertiary courses on social studies or related fields.

Experience: Experience in customer or community survey.

Recruitment method



Number of working hours

8 hours/ day

No.	Responsibility/ Task	Performance Standard	Estimated time (%) for the task
1	Participate actively in Customer Survey Team meetings, discuss and contribute constructively (See SOP21 and SOP26);		
2	Receive tasks assigned by the Team leader, make personal plans to fulfill the tasks assigned (See SOP23, SOP22, SOP25);		
3	Report the status, progress, and results of task implementation to the Team leader;		
4	Be aware of changes and arising issues which can affect the progress and results of the customer survey and report to the Team leader immediately;		
5	Liaise with the local collaborators, support instructing the local collaborators and monitor their tasks assigned (See SOP24);		
6	Perform office tasks, including typing, printing, photocopying and logistics preparing;		
7	Store all documents related to the customer surveys;		
8	Exchange information and share experience, maintain collaborative relationships with other team members as well as other staff in the company;		
9	Support the implementation of activities in other units or departments if required;		
10	Perform other tasks assigned by the director within personal expertise and experience.		

Written by:	
Signature	
Name Pham Anh Tuan	Position Customer Survey Team Leader
Date written	17.11.2006



4 STANDARD OPERATION PROCEDURES

4.1 SOP21: Planning for a Customer Survey

STANDARD OPERATING PROCEDURE Customer Survey

Title	Planning for a Customer Survey		
Code	SOP21		
Written by	Pham Anh Tuan	Date	10.11.2006
Last revised by	Nguyen Thi Hien	Date	17.11.2006

Responsible by	Position
Pham Anh Tuan	Team leader
Nguyen Dang Khoa	Team member
Tran Khanh Tinh	Data processing team member
Nguyen Thi Nhin	Team member
Dao Thi Thai	Team member
Vu Binh Hai	Team member
Supervisor	Position
Nguyen Thi Hien	Head of Customer Care Unit
Group	Department
Customer Survey Team	Customer Care Unit
Start date	01.01.2007

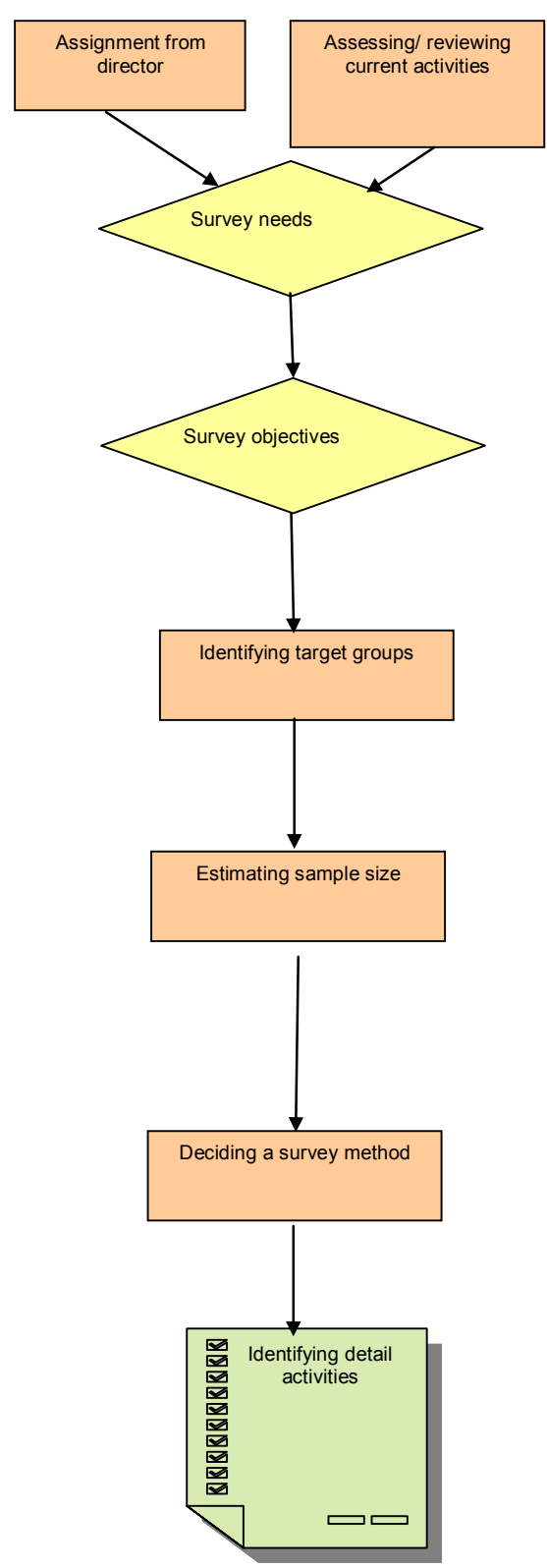
Policy	

Scope	

Performance Objective	
	The above named incumbents will perform necessary tasks related to customer survey planning process.

Performance Indicator	
	All customer surveys in the company are planned carefully, guiding the implementation of these surveys.

Rationale	
	For a customer survey to be implemented successfully, it needs to be planned well

Procedure		
Step	Description	Flowchart
2	<p>Identify survey objectives:</p> <p>Identify precise and clear objectives to guide the questions to be developed later on, by answering the following questions: "What do we want to do with the results?" or "Why do we need to do this survey?"</p>	 <pre> graph TD A[Assignment from director] --> D1{Survey needs} B[Assessing/ reviewing current activities] --> D1 D1 --> D2{Survey objectives} D2 --> C1[Identifying target groups] C1 --> C2[Estimating sample size] C2 --> C3[Deciding a survey method] C3 --> C4[Identifying detail activities] </pre>
3	<p>Identify target groups:</p> <ul style="list-style-type: none"> - Identify clearly who you want to survey, where and with what characteristics. They can be current customers or prospective customers of the company. - Estimate a size of the sample that you want to survey based on some quick survey size calculating methods and based on available resources (human, financial and time). 	
4	<p>Identify survey methods:</p> <p>Identify appropriate and specific data collection methods (for example: in-person interview, self-filling, group discussion...). Available resources need to be taken into account in deciding a suitable method.</p>	
5	<p>Identify activities:</p> <p>Identify all activities which will be performed during the survey process to the extent that only 1 or 2 persons are responsible for 1 task.</p>	
6	<p>Assigning tasks:</p> <p>After all tasks are listed, assigning the tasks to the suitable members. One task should not be assigned to too many people.</p>	
7	<p>Time scheduling:</p> <p>After the tasks allocated to specific persons, make a timeline to specify which tasks to be completed within what time duration and what due date.</p>	
8	<p>Estimating cost:</p> <p>After the tasks have responsible persons and time duration, calculate the costs for the tasks:</p> <ul style="list-style-type: none"> - Calculate the cost for a task/ a group of tasks - Calculate the sum of the cost of all tasks in the process 	

<p>9</p>	<p>Write a detailed plan: After all details have been identified, including objectives, methods, target groups, activities, human resources, time, and cost, a written plan should be prepared.</p>	
<p>10</p>	<p>Submitting a plan for approval : The written detailed plan is now submitted to the Company director for approval. If the director does not agree with the plan yet, revise until it gets an approval.</p>	

4.2 SOP22: Preparing survey tools

STANDARD OPERATING PROCEDURE
Customer Survey

Title	Preparing survey tools		
Code	SOP22		
Written by	Pham Anh Tuan	Date	10.11.2006
Revised by	Nguyen Thi Hien	Date	17.11.2006

Responsible	Position
Pham Anh Tuan	Team Leader
Nguyen Dang Khoa	Team member
Tran Khanh Tinh	Data processing team member
Dao Thi Thai	Team member
Supervisor	Position
Nguyen Thi Hien	Head of Customer Care Unit
Group	Department
Customer Survey Team	Customer Care Unit
Start date	01.01.2007

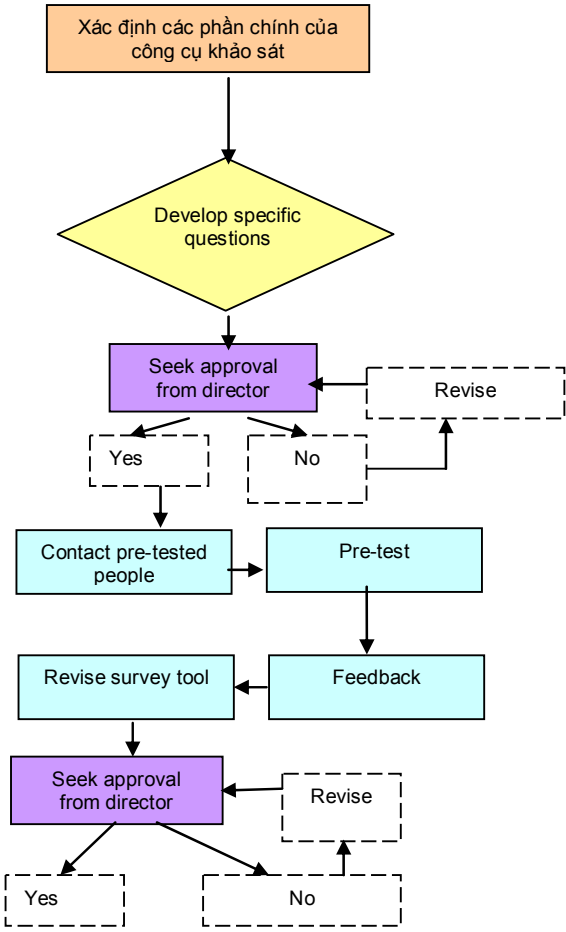
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Scope

Performance Objective
The above named incumbents will be able to perform all tasks related to preparing survey tool, including developing the questionnaire, testing questionnaire ... for any customer surveys in the Company.

Performance Indicator
All survey tools are constructed with the content and format appropriate to the objectives, target groups and survey methods identified in the customer surveys in the Company.

Rationale
A good survey tool will ensure the data collected will be useful for the objectives of the survey.

Procedure		
Step	Description	Flowchart
1.	Identifying the main topics in a survey tool: After a survey plan has been approved, survey tools need to be developed. The first activity is to identify clearly the main topics of the survey tools.	 <pre> graph TD A[Xác định các phần chính của công cụ khảo sát] --> B{Develop specific questions} B --> C[Seek approval from director] C -- No --> D[Revise] D --> C C -- Yes --> E[Contact pre-tested people] E --> F[Pre-test] F --> G[Feedback] G --> H[Revise survey tool] H --> I[Seek approval from director] I -- No --> J[Revise] J --> I I -- Yes --> End(()) </pre>
2	Develop questions in each topic: These questions should be appropriate to the objectives, target groups and methods decided in the approved plan. The questions need to be clear and specific.	
3	Seek approval from the company director on the survey tool after it is completed. Revise the survey tool if it is required to do so by the director.	
4	Pre-test the survey tool: The survey tool (especially the questionnaire) should be pre-tested in a group of people who are in the target population: - List and liaise with pre-test subjects - Pretesting - Collect feedback from pre-test people - Revise survey tool.	
5	Submit the revised survey tool to the company director for approval.	

4.3 SOP23: Sampling for customer survey

STANDARD OPERATING PROCEDURE
Customer Survey

Title	Sampling for customer survey		
Code	SOP23		
Written by	Pham Anh Tuan	Date	10.11.2006
Revised by	Nguyen Thi Hien	Date	17.11.2006

Responsible by	Position
Nguyen Thi Ninh	Team member
Dao Thi Thai	Team member
Supervisor	Position
Nguyen Thi Hien	Head of Customer Care Unit
Group	Department
Customer Survey Team	Customer Care Unit
Start date	01.01.2007

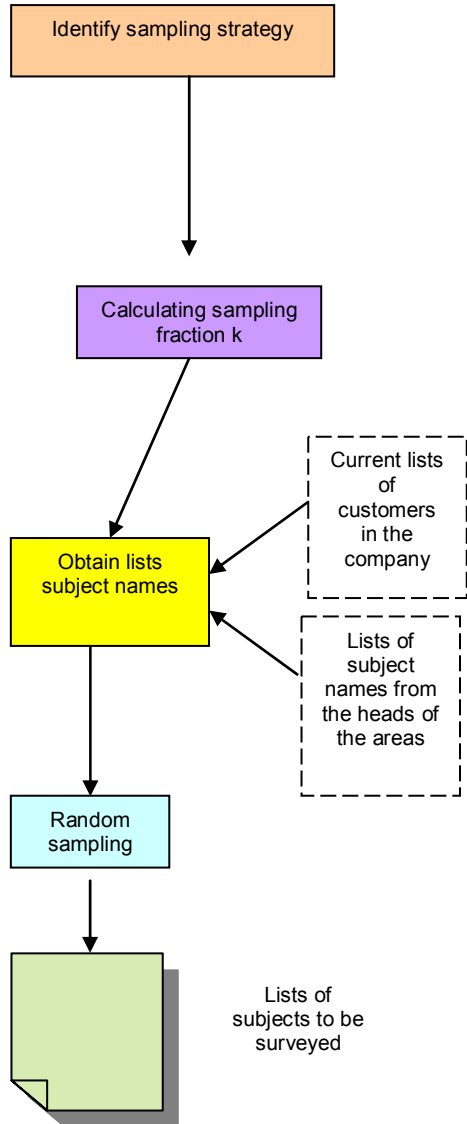
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Scope

Performance Objective
The above named incumbents will be able to perform all tasks related to the sampling process for all customer surveys in the Company.

Performance Indicator
Samples in all customer surveys of the Company are selected appropriately, ensuring the accurate data to be collected.

Rationale
Appropriate sampling activities will contribute to the accuracy and validity of the data collected.

Procedure		
Step	Description	Flowchart
1.	<p>Identify suitable sampling strategy:</p> <p>After the survey plan has been approved by the director, sampling tasks can be stated. An appropriate sampling strategy need to be decided firstly. Some sampling strategies include simple random sampling, structured random sampling or cluster random sampling. Cluster sampling is commonly used in customer survey.</p>	 <pre> graph TD A[Identify sampling strategy] --> B[Calculating sampling fraction k] B --> C[Obtain lists subject names] D[Current lists of customers in the company] -.-> C E[Lists of subject names from the heads of the areas] -.-> C C --> F[Random sampling] F --> G[Lists of subjects to be surveyed] </pre>
2	<p>Calculating the sampling fraction k:</p> $k = n/N$ <p>where: n is the necessary number of subjects to be selected, N is the total number of subjects in the specific population.</p> <p>If there are more than one area for sampling, the total number of subjects in all areas should be equal to the sample size which has been decided in the approved survey plan.</p>	
3	<p>Obtain lists of subject names (e.g. households) from the selected survey areas (can be the list of customers that the company is serving which is available in the company or the list of households provided by the head of the areas ...).</p>	
4	<p>Select randomly from the lists of subject names using the fraction k (selecting the first subject randomly and then the ones at every kth subjects)</p>	
5	<p>Make a list of subjects to be surveyed.</p>	

4.4 SOP 24: Conducting data collection

STANDARD OPERATING PROCEDURE
Customer Survey

Procedure	Conducting data collection		
Code	SOP24		
Written by	Pham Anh Tuan	Date	10.11.2006
Last revised by	Nguyen Thi Hien	Date	17.11.2006

Responsible	Position
Pham Anh Tuan	Team leader
Nguyen Dang Khoa	Team member
Nguyen Thi Ninh	Team member
Dao Thi Thai	Team member
Vu Binh Hai	Team member
Supervisor	Position
Nguyen Thi Hien	Head of Customer Care Unit
Group	Department
Customer Survey Team	Customer Care Unit
Start date	01.01.2007

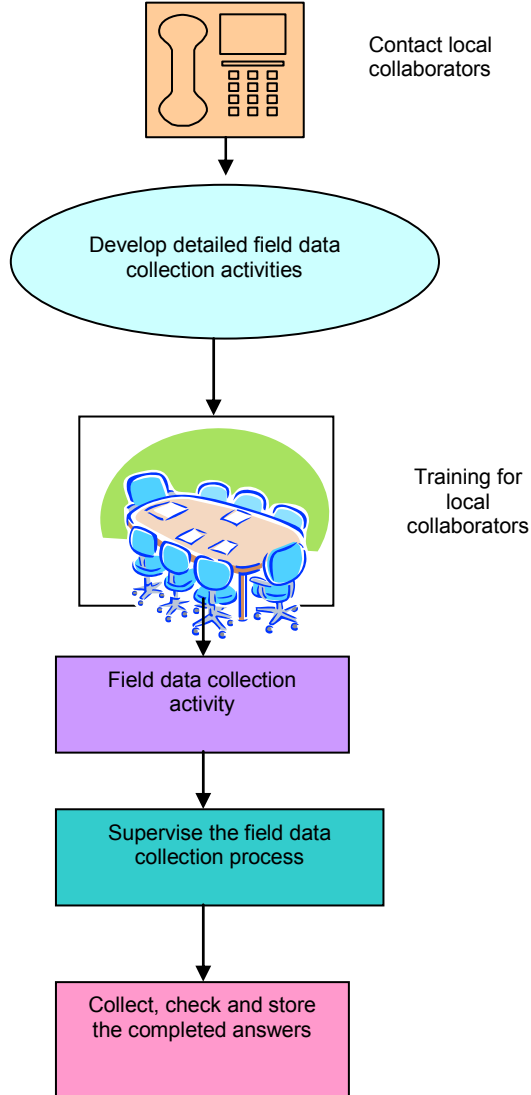
Policy

Scope

Performance objective
The above named incumbents will be able to perform all related tasks related to the data collection process in any customer surveys in the company.

Performance indicator
All data collection activities are conducted effectively as scheduled.

Rationale
Data collection activities should be done systematically and closely to the plan, especially when the amount of data is large.

Procedure		
Step	Description	Flow chart
1.	Contact local collaborators/ enumerators: After survey tools and sampling completed, contact the local collaborators/ enumerators who will be involved in the data collection process.	 <pre> graph TD A[Contact local collaborators] --> B(Develop detailed field data collection activities) B --> C[Training for local collaborators] C --> D[Field data collection activity] D --> E[Supervise the field data collection process] E --> F[Collect, check and store the completed answers] </pre>
2	Develop a schedule for data collection activities in the field: After local collaborators are contacted, make a detailed schedule for the field data collection work that describe specific tasks, time, and responsible persons.	
3	Organize training for local collaborators/ enumerators: <ul style="list-style-type: none"> - Prepare training content - Prepare logistics for training - Invite collaborators for training (in the company or in the field) - Conduct training for local collaborators 	
4	Conduct data collection in the field (interviews, distribute self-administered surveys...): This activity is done by the trained local collaborators/ enumerators.	
5	Supervise the data collection process: The data collection activities conducted by the local collaborators are supervised and checked by assigned company staff.	
6	Collect and store the completed answers/ questionnaires: The assigned supervisory company staff in the field collects all the completed surveys from the local collaborators. Check through the questionnaires if any of them contain too many missing or unacceptable data. Keep these papers carefully.	

SOP25: Data processing and report

STANDARD OPERATING PROCEDURE Customer Survey

Title	Data processing and report		
Code	SOP25		
Written by	Pham Anh Tuan	Date	10.11.2006
Last revised by	Nguyen Thi Hien	Date	17.11.2006

Responsible	Position
Pham Anh Tuan	Team leader
Tran Khanh Tinh	Data processing team member
Supervisor	Position
Nguyen Thi Hien	Head of Customer Care Unit
Group	Department
Customer Survey	Customer Care Unit
Start date	01.01.2007

Policy

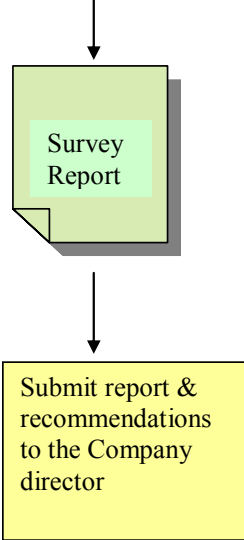
Scope

Performance Objective
The above named incumbents will be able to perform all tasks related to the data processing and reporting processing including data entry, data analysis, writing report,... in any customer surveys of the company.

Performance Indicator
All data are entered and analyzed accurately into Excel program and a report is written carefully in the report format of the company in any customer surveys.

Rationale
Data processing and survey reporting is an important step in drawing out the findings and presenting these findings to the people who need for the company service improvement.

Procedure		
Step	Description	Flow chart
1.	<p>Identify analysis strategies:</p> <p>After the final version of survey tools (e.g questionnaire) is approved, identify the possible ways for analysing the data collected under each question, for example calculating percentage, cross tabulation, calculating mean...</p>	<pre> graph TD A[Identify analytical strategies] --> B[Create raw data entry form in Excel] B --> C[Numbered the variables] C --> D[Create report form in Excel] D --> E[Data entry] E --> F[Calculate percentages, means, counts ...] E --> G[Compare sub-groups] E --> H[Identify trends] </pre>
2	<p>Design data entry and report forms in Excel:</p> <ul style="list-style-type: none"> - Create entry form for the raw data on Sheet 1 in the Excel program - Nominate a number for each of the variable concerned - Create reporting form for presenting the findings on Sheet 2. <p>This designing step should be done right after the questionnaire is finalized and the analytical strategies are decided.</p>	
3	<p>Entering raw data:</p> <p>After the raw data are collected, these need to be entered into the Sheet 1 which has been created in the Step 2.</p> <p>Note: For the open-ended questions, skim through the answers in the majority of the questionnaires to find out the most common answers. Based on these answers, numbered them and entered the data as “close-ended” data.</p>	
4	<p>Analyzing data:</p> <p>After all raw data are entered into Sheet 1, continue to draw out the findings and enter the findings in Sheet 2 created in Step 2:</p> <ul style="list-style-type: none"> - Use statistical formulas to calculate the counts, means, percentages ...; - Analyze according to each population groups, comparing between the groups; - Analyze trends if possible. 	

5	<p>Writing a report:</p> <ul style="list-style-type: none"> - Make an outline of the report as in the company form. - Write up each section of the report. - Results can be illustrated in tables and figures. - Develop conclusions and recommendations. 	 <pre> graph TD A[Survey Report] --> B[Submit report & recommendations to the Company director] </pre>
6	<p>Submit the report and recommendations to the director and other persons who are involved in the service improvement process.</p> <p>Pay attention to the follow-up activities of the company based upon the customer survey results.</p>	

4.5 SOP26: Organizing team meetings

STANDARD OPERATING PROCEDURE Customer Survey

Title	Organizing team meetings		
Code	SOP26		
Written by	Pham Anh Tuan	Date	10.11.2006
Last revised by	Nguyen Thi Hien	Date	17.11.2206

Responsible	Position
Pham Anh Tuan	Team leader
Nguyen dang Khoa	Team member
Tran Khanh Tinh	Team member
Nguyen Thi Ninh	Team member
Dao Thi Thai	Team member
Vu Binh Hai	Team member
Supervisor	Position
Nguyen Thi Hien	Customer Care Unit
Group	Department
Customer Survey Team	Customer Care Unit
Start date	01.01.2007

Policy

Scope

Performance Objective
The above named incumbents will be able to perform tasks related to organizing team meetings during any customer surveys in the company.

Performance Indicator
All team meetings in any customer surveys of the company are conducted effectively and provide necessary decisions for the customer survey process.

Rationale
Team meetings are an important means for information sharing and discussing issues related to customer survey processes.

Procedure		
Step	Description	Flow chart
1.	Prepare content and schedule of the team meeting: Objectives, discussion topics, time, location ... for the expected team meeting.	<pre> graph TD A[Preparation] --> B[Inform participants] B --> C[Meeting] C --> D[Minutes] </pre>
2	Inform all team members of the schedule and content of the meeting.	
3	Conduct the team meeting as scheduled. The team leader needs to encourage all team members to take part in the discussion, contribute to reaching a decision and fulfilling the objectives of the meeting.	
4	Write meeting minutes to document the results of the meeting.	

5 FUTURE PLAN OF CUSTOMER SURVEY TEAM

Future plan for customer survey
Customer Survey Team – Customer Care Unit
Bac Ninh Water Supply, Drainage and Sewerage Company

No.	Content	2007		2008		2009		2010		2011	
		I	II	I	II	I	II	I	II	I	II
A	Customer Needs										
1	Customer needs to be connected to the main sewer lines and their ability to pay			X							
2	Water supply customer needs (prospective customers)			X		X		X		X	
B	Customer Satisfaction										
1	Customer satisfaction on clean water supply services		X				X				X
2	Customer satisfaction on wastewater services						X				X
C	Other surveys										
1	Customer opinions on the new wastewater fee		X								
2	Current wastewater status in the peri-urban/ rural areas of the province		X								
3	Evaluate the effectiveness of company awareness raising campaigns (dependent on the plan of the public awareness campaign team)										

Bac Ninh, 17.11.2006

Customer Survey Team Leader
Pham Anh Tuan

6. ANNEX

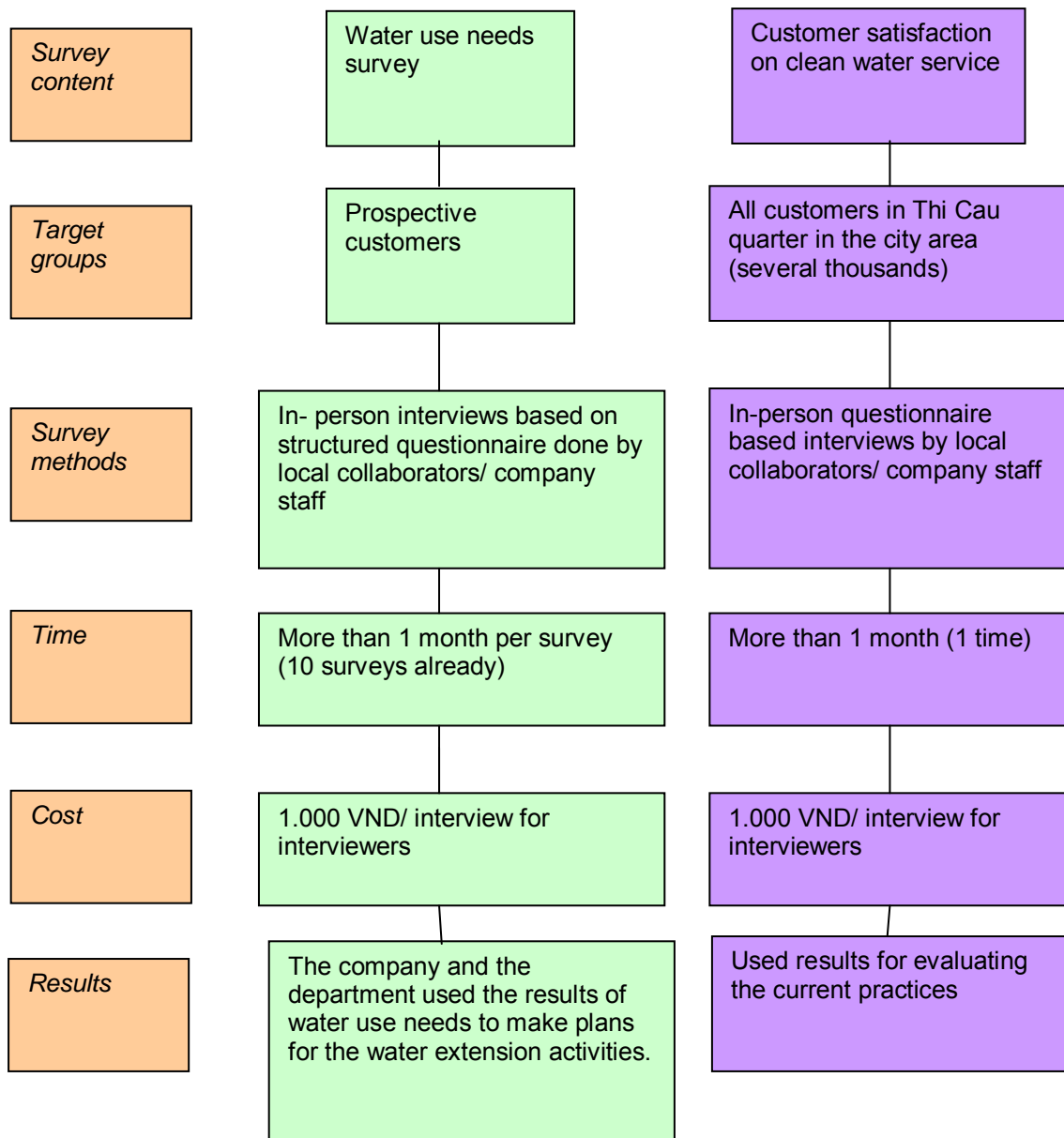
6.1 Minutes of coaching sessions

MINUTES
Coaching 1 – Customer Survey
 18.10.2006

1. Reviewing activities related to customer survey to date in the company

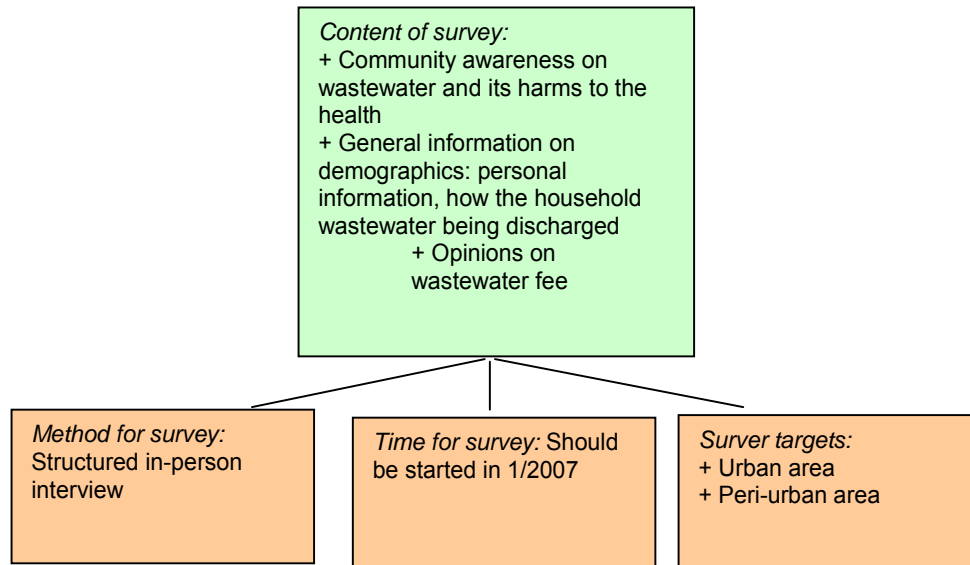
Activity: The group recalled all activities related to customer surveys conducted by the company to date.

Results:



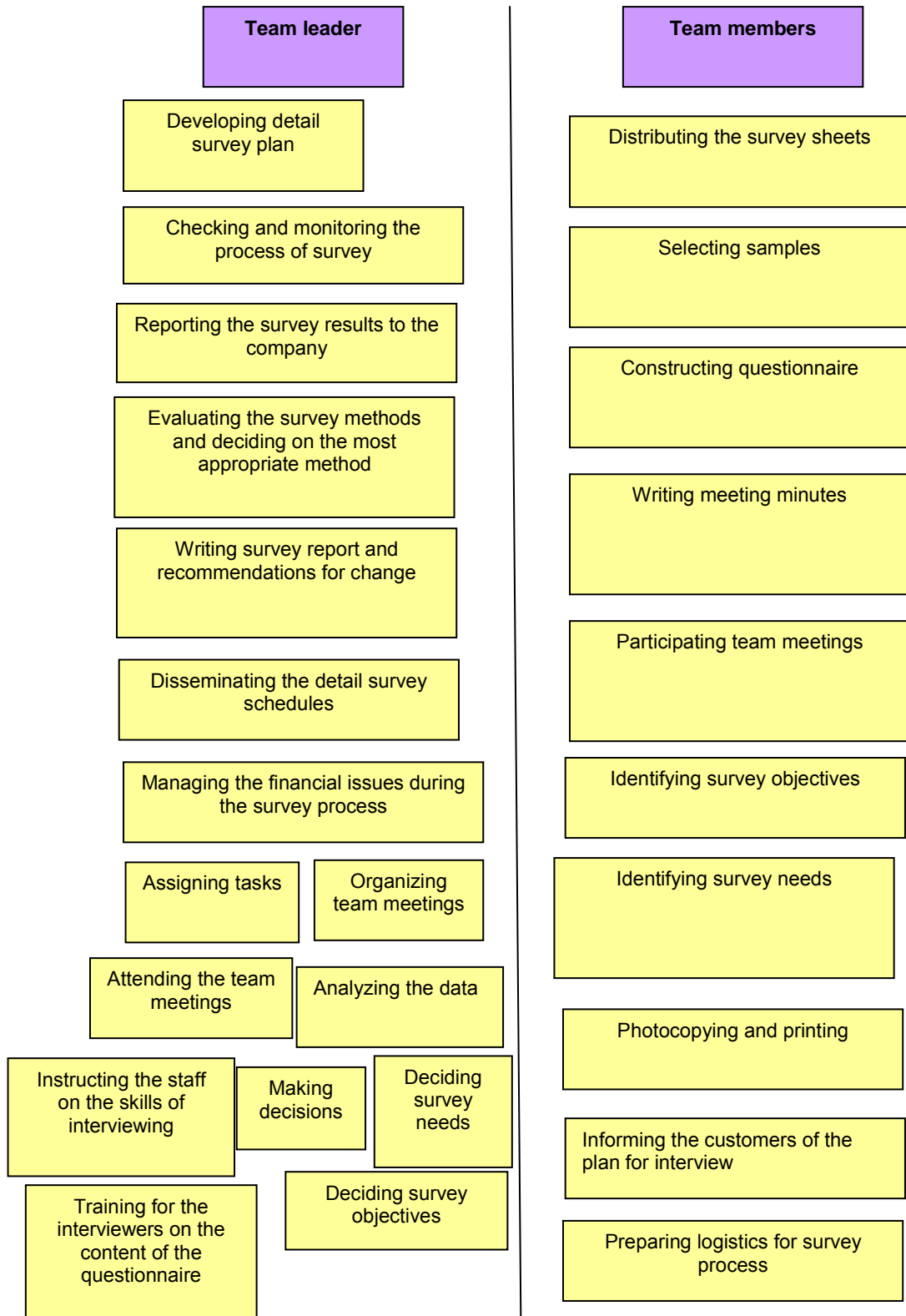
2. Deciding on the next coming survey

The group discussed and agreed on the following overall plan:



Job descriptions of customer survey team leader and team members

The group discussed and agreed on the following tasks as belonging to team leader and team members:





The above tasks are the initial ideas in the way to completing the job descriptions for the team leader and team members.

3. Work to be completed by the next coaching session:

The survey team needs to seek for approval from the director on the intended content, method and target of the next coming survey.

MINUTES
Coaching 2 – Customer Survey
 27.10.2006

1. Checking the activities over the last week

The team leader has got the approval from the company director for the content, target groups and methods for the next coming survey.

2. Discussion and revision of job descriptions for customer team leader and team members

3. Sampling

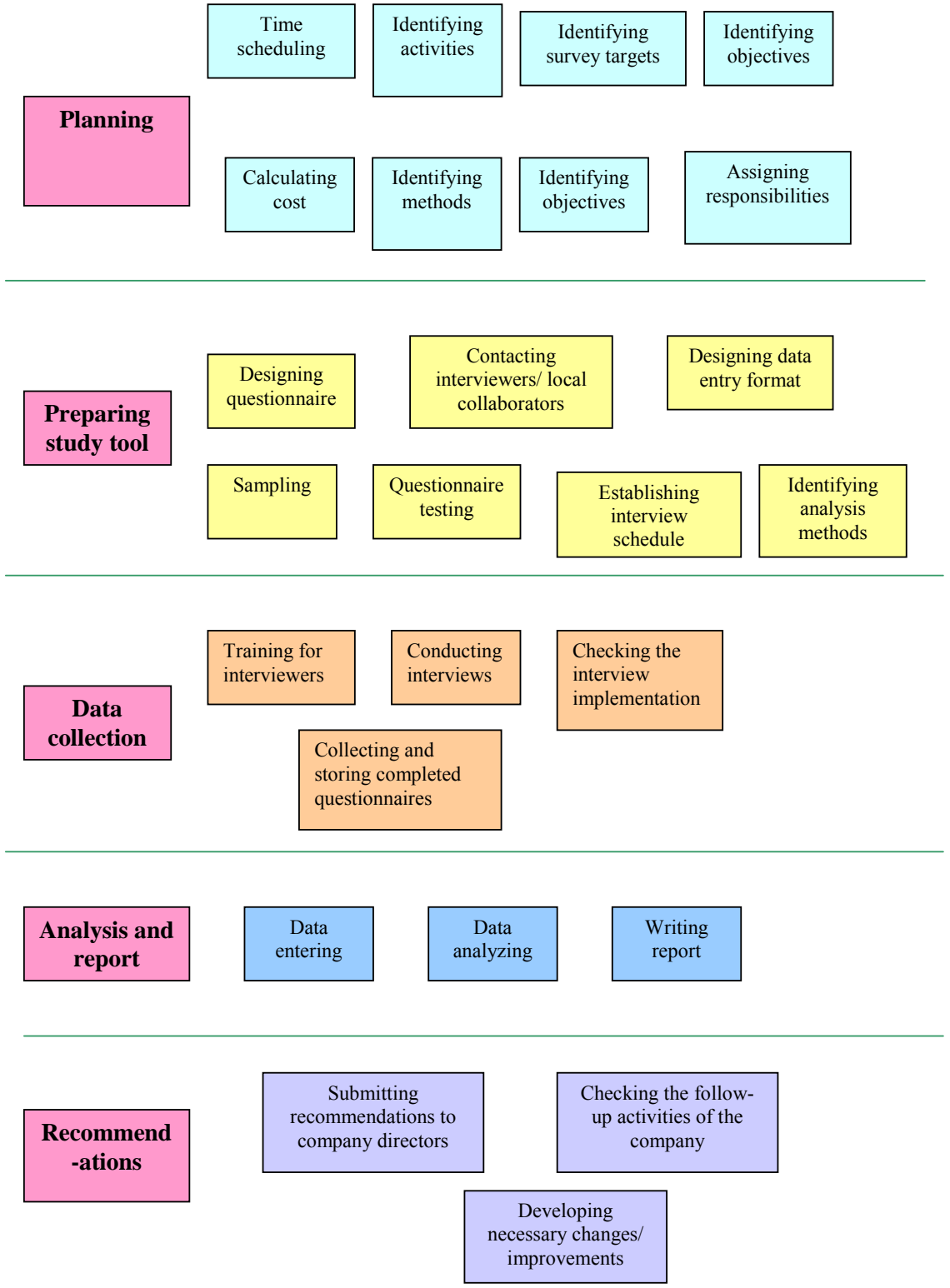
- a. Mrs. Huong presents and explain ways for estimating sample size and some different methods for sampling
- b. Group discussion, deciding the method for sampling and the sample size.

The group decided to follow the random cluster structured sampling method. The process of selecting the sample is as follows:



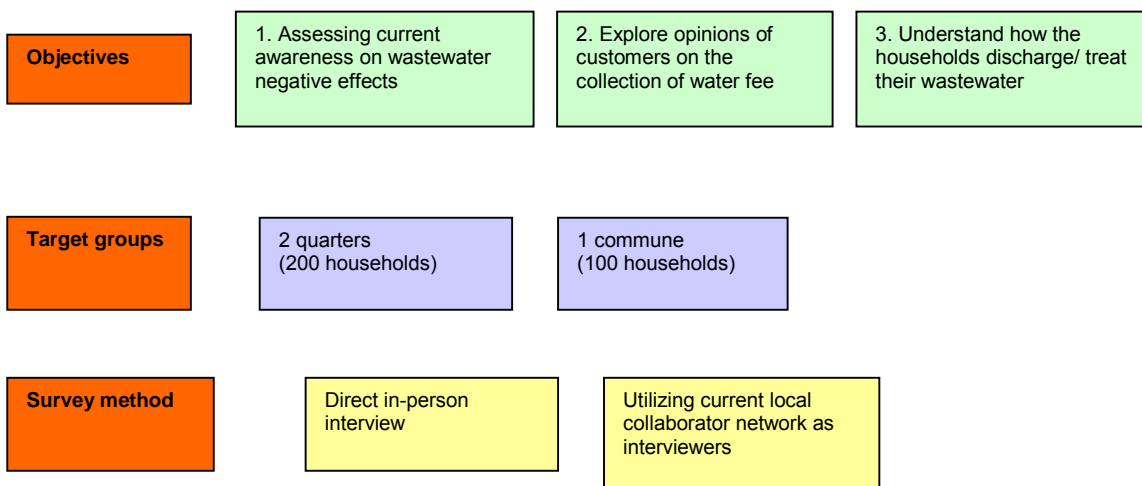
4. Team members fill in the form „Personnel Information Management System“
5. Activities in a customer survey process: group discussion

Results:



6. Discussion on the detail plan for conducting the next coming customer survey

Results:



Plan of activities:

No.	Activity	Time	Responsibility
1	Making detail plan	27.10	Group
2	Submit the plan to the director for approval	3.11	Mr. Tuan
3	Contacting local collaborators	16.11 – 17.11	Mr. Tuan + Mr. Khoa
4	Designing the questionnaire	3.11 – 10.11	Mr. Tuan
5	Testing of questionnaire and revising	13.11 – 15.11	Mr. Khoa + Mr. Tuan
6	Sampling (making a list of households to be interviewed)	3.11 – 7.11	Ms. Thai
7	Designing data entry sheet and identifying analysis methods	15.11	Mr. Tinh
8	Training for local collaborators	21.11 – 22.11	Mr. Tuan
9	Conducting interviews	23.11 – 30.11	Local collaborators
10	Checking the interview implementation and collecting completed questionnaires	23.11 – 30.11	Mr. Hai + Mr. Khoa + Mr. Nhin
11	Entering data	1.12 – 8.12	Mr. Tinh
12	Analyzing and writing report	9.12 – 16.12	Mr. Tuan + Mr. Tinh
13	Submitting report to the director for approval	16.12	Mr. Tuan

7. Discussion on cost estimation

- Training for local collaborators:
 - + Compensation for training attendants (local collaborators):
50.000VND/person x 10 people: 500.000 VND
 - + Other costs for training: 200.000
- Administration and stationeries:
printing, photocopying, pens, phone calls 500.000
- Compensation for interviewers (local collaborators):
2.000VND/interview x 300 interviews: 600.000
- Honorarium for working outside working times
(for customer survey group):
100 person.day x 65.000VND/ person.day: 6.500.000

Total: 8.300.000 VND

8. Assigning tasks for the following week:

- The team leader (Mr. Tuan) completes the plan and submits to the company director for approval.

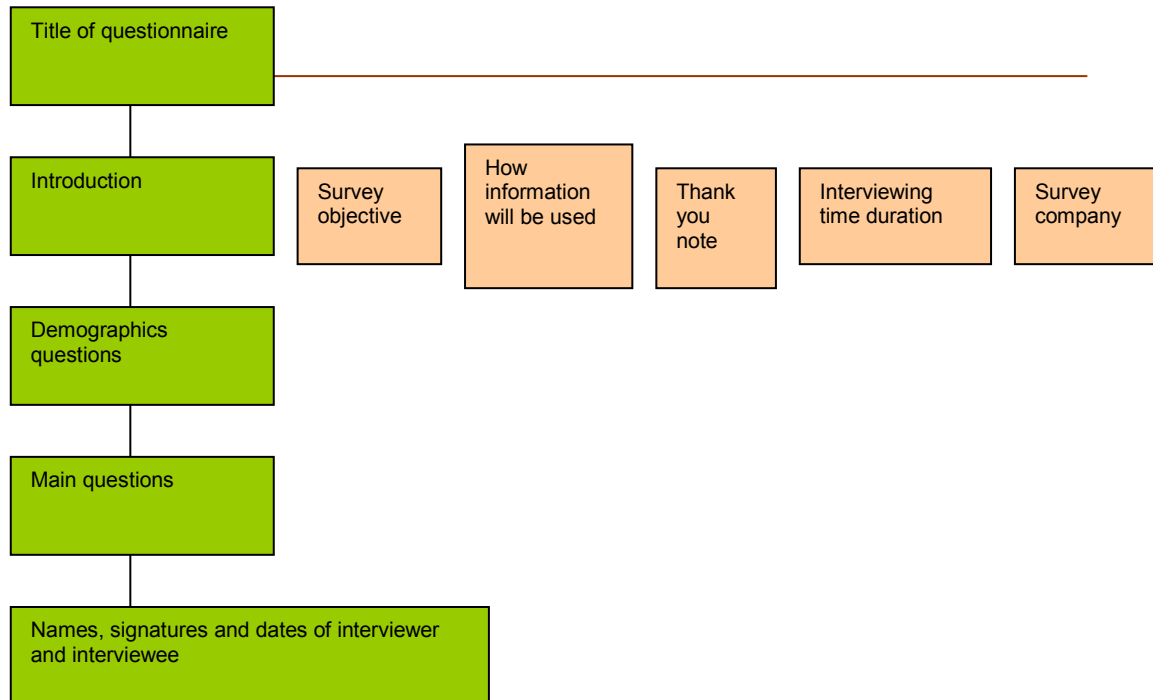
MINUTES

Coaching 3 – Customer Survey – 02.11.2006

1. Reviewing results in the last week

Mr. Tuan completed the detailed plan for the Customer Survey on wastewater and submitted to the company director. The company has approved and agreed to budget 8.300.000 VND for the implementation of this survey as in the plan.

2. Identify the composition of a questionnaire

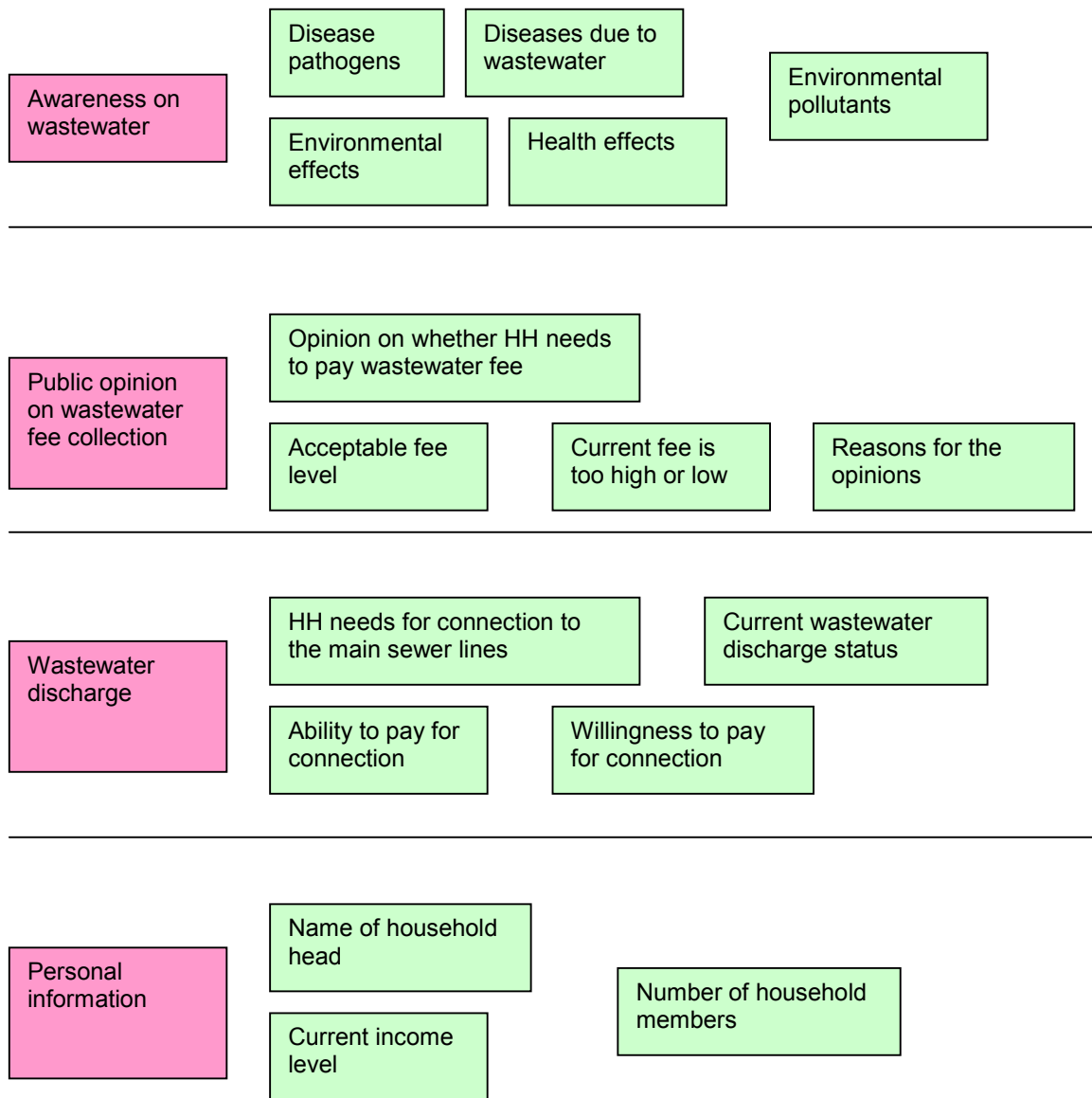


3. Small presentation on developing a questionnaire

4. Redefine the areas of inquiry to best suit the needs of the company

- Assessing the awareness of the community on the negative effects of wastewater: to evaluate the current levels and help make a plan for awareness raising activities, and help evaluate the results of awareness raising activities in future
- Understand the opinions of the public on wastewater collection to help set the wastewater fee
- Understand the current needs and status of wastewater discharge at household level
- Personal information

5. Identify the questions to be asked in the questionnaire



6. Turning into questions:

Based on the collection of above ideas for the questions of the questionnaire, the group was asked to discuss and write down on A1 paper the actual questions. In the process of identifying the questions, some ideas were omitted as the group realized that they are not necessary. For the idea on household need for connection to the main sewer lines, the group agreed not to assess this at this time as the project will not cover the household sewer connection stage???

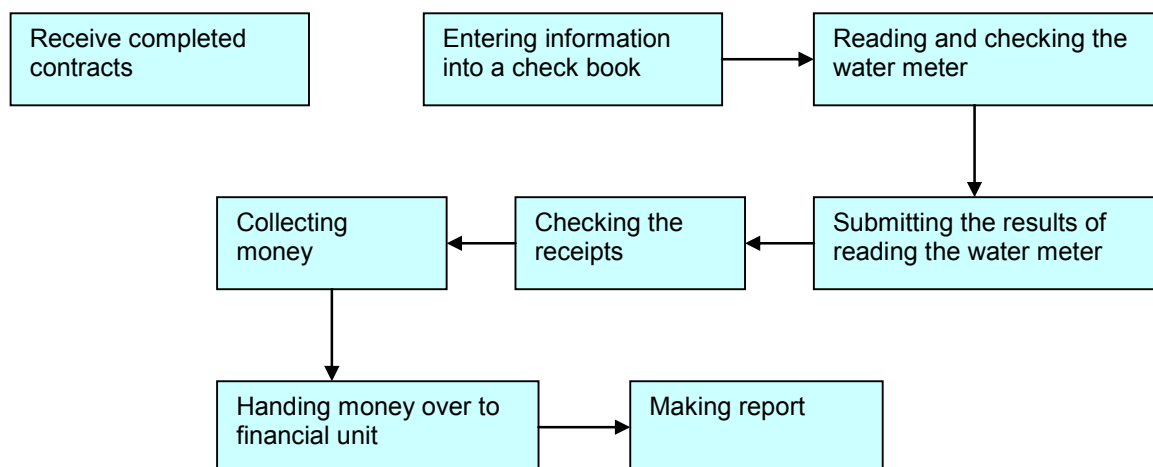
Result of the draft questionnaire:

- I. Personal information:
 - Name of household head:
 - Household address:
 - Number of household members:
 - Household income per month:

- II. Awareness:
1. What are the diseases which are related to wastewater?
 - Skin diseases:
 - Gastro-intestinal diseases:
 - Eye diseases:
 - Cancer:
 - High blood pressure:
 2. What can be the effects of wastewater to the environment?
 - Water pollution
 - Bad smell
 - Unhygienic conditions in urban area
 - Soil pollution
 - Other consequence:
- III. Opinion:
3. Households are responsible for paying a fee for the wastewater they discharge into the environment, do you agree?
 - Yes
 - No
 4. Why do you agree/ do not agree?
 5. The wastewater fee at 500 VND per 1 cubic meter of clean water used is low or high?
 - High
 - Average
 - Low
- IV. Current status
6. Where do you discharge your household wastewater to?
 - The city main sewer lines
 - To the natural environment (garden, pond...)

7. Developing Standard Operation Procedures:

- Taking an example of the bill collection job, the group discussed and made a flow chart describing the job.

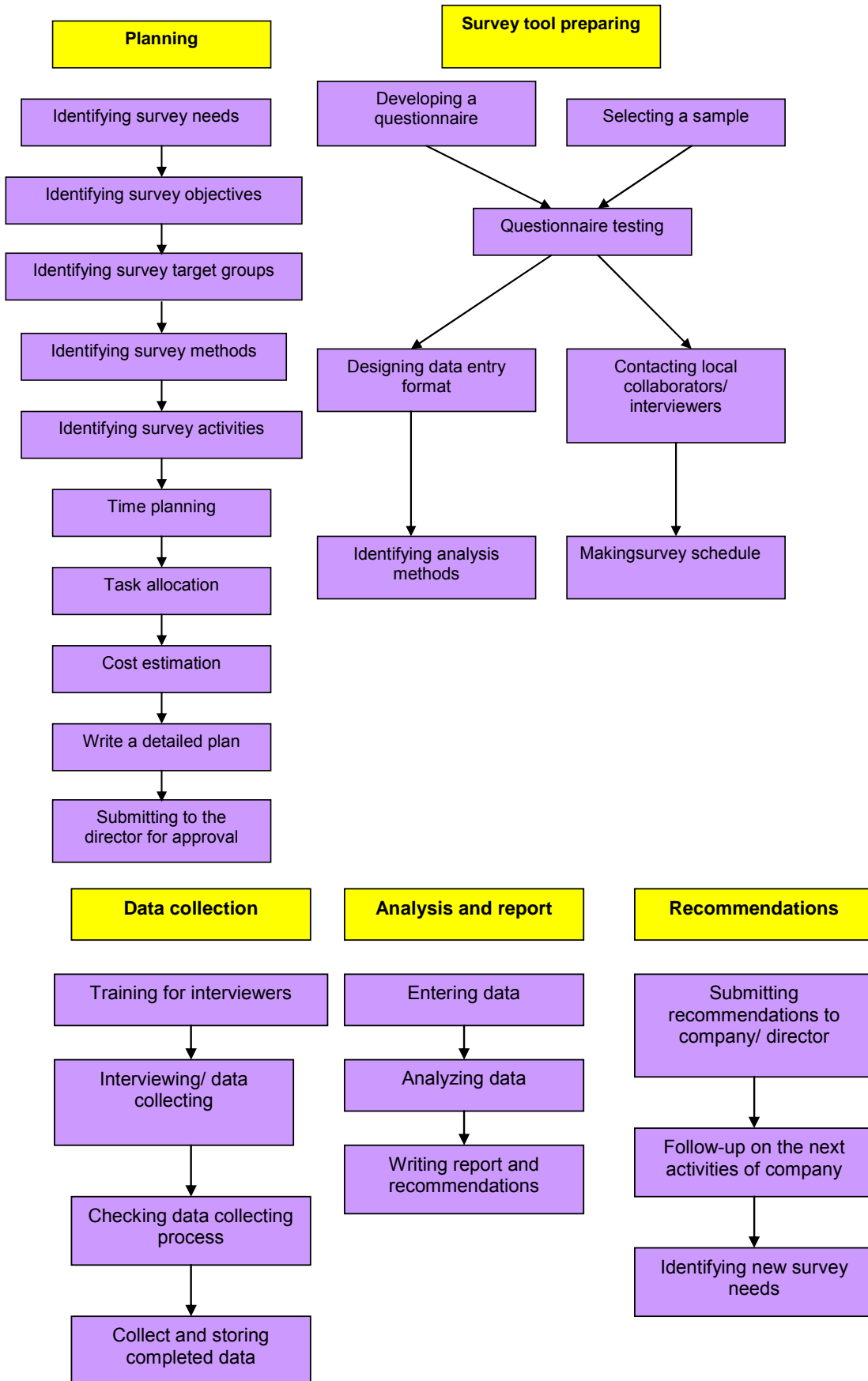


- Small presentation on the development of SOP
- Practice making SOP for customer survey activity



Based on the tasks listed under each step in the customer survey activity, the group discussed and make the flow chart of the tasks for each step. In the step “Survey tool preparing”, there are tasks that can be done in parallel.

Results:



MINUTES
Customer Survey Coaching 4
10.11.2006

1. Review the questionnaire:

- Add some introductory sentences on the purposes of the survey
- With the “knowledge test” typed questions, add “Do you think” phrase to disguise the questions as “opinion asking” questions to minimize “guess” answers.
- With the question “Why do you agree/ do not agree?” with the idea that households need to pay for the wastewater they discharge into the environment, open answer is modified to become multiple-choice answer with a range of possible reasons:
 - o Because wastewater cause negative impact on the environment
 - o Because it cost money to treat the wastewater
 - o Because wastewater treatment is not the responsibility of households
 - o Because households need to pay too many types of fees already
 - o No answer
 - o Other reason
- Add one more question “What is your opinion on the current drainage and sewerage systems in your locality?” at the end of the questionnaire as an “open ended” question

2. Some guidance on designing data entry and analysis form on Excel program

- Some of the team members know how to use excel and are currently using excel to process customer survey data
- The presentation focused on how to do the work more effectively.

3. Issues during questionnaire testing activity

- Questionnaire need to be approved by the director before being tested. The test activity is scheduled on the 14th or 15th of this month.
- About 10 people will be interviewed in the test activity
- Responsible persons: Mr. Tuan and Mr. Khoa

4. Preparing for the training of interviewers (local collaborators - enumerators)

- Main responsible persons: Mr. Tuan and Mrs. Thai
- Schedule: Going to each ward/ commune (3) to provide training to the group of enumerators (3-4 enumerators each area)
- Mr. Tuan will make a short plan for this training to request for budget from the financial department in the company.

5. SOPs for customer survey:

- Explain the structures and content of each SOP for 6 activity within the customer survey process including: Planning, Designing Survey Tools, Sampling, Data Collection, Data Analysis and Report, and Organizing Team Meeting.
- Mr. Tuan will revise the SOPs to fit in with the company setting.

6. Sampling exercise

- Lists of households in the selected areas have been collected from the heads of each area.
- The team now exercised to select a list of interviewees to be interviewed in each hamlet/ village in the 2 selected wards and 1 commune (Mrs. Thai, Ms. Ninh & and Mr. Khoa) on a random basis with a sampling fraction k depending on each area.
- These lists will be typed up and provided to the enumerators for their interview activity in the field. It should be clarified with the enumerators to try their best to reach the selected households and only replace with other household if there is no chance to meet the selected ones.

7. Tasks to be finished in the following week

- Those team members who have been assigned in the plan will carry out their allocated tasks as planned (for testing questionnaire, designing data entry and analysis sheets, preparing for training for enumerators)
- Mr. Tuan revise the SOPs

Coaching 5 – Individual direct coaching sessions from Tue 14th and Fri 24th Nov

1. Review tasks allocated since last session:
 - a. questionnaire approval,
 - b. prepare for test activity,
 - c. prepare for training enumerators
 - d. designing data entry sheets,
2. Revising SOPs
3. Revise job descriptions for team leader and each team member: using the new format provided by Rod
4. Making a long-term plan for the Customer Survey Group: draft the plan, discuss with the company director, and approval
5. Preparing for the presentation on the final workshop on 27th Nov to review progress of coaching
6. Team leader trial presentation



6.2 Survey Sheet for Pilot Survey

**Bac Ninh department of construction
Water supply, drainage and sewerage
company**

**Social republic of vietnam
*Independence - Freedom - Happiness***

Number:

5.1.1.1

Survey sheet

(The objective of this survey: Collect information for the company to develop and provide suitable drainage, sewerage and wastewater treatment services.)

1. Full name: 1

2. Address:

3. Number of family members:.....

4. Total income of household/ month:.....

5. Which of the following diseases are related to wastewater?

Skin disease: Yes No

Gastro-intestinal disease: Yes No

Eye disease: Yes No

Cancer: Yes No

High blood pressure: Yes No

6. What do you think wastewater can cause to the environment?

Water pollution: Yes No

Odour: Yes No

Unhygienic urban conditions Yes No

Soil pollution Yes No

7. Households are responsible for paying for the wastewater they produce, in your opinion, is it logical?

Yes No

8. Why logical or not logical

8.1 Why logical?

+ Environmental protection

+ It is costly to treat the wastewater

+ No reasons

8.2 Why not logical?

+ Not the responsibility of households

+ Households have to pay too many things already

+ No reasons

Other reasons:.....

9. In your opinion, the wastewater fee at 500 VND per one cubic meter of clean water used by the household is high or low?

High

Average

Low

10. Where does your household discharge the wastewater to currently?

+ City drains/ sewer lines

+ Natural environment (garden, pond...)



11. What is your opinion about the current drainage and sewerage situation at the moment in your locality:

.....
.....

Bac Ninh, /12/ 2006

Signatures

Customer

Enumerator

6.3 LIST OF PARTICIPANTS

1. Pham Tuan Anh (Team leader)
2. Nguyen Dang Khoa
3. Tran Khanh Tinh
4. Nguyen Thi Ninh
5. Dao Thi Thai
6. Vu Binh Hai.