DHI/PROC-11/2024/527/566   May 29, 2024

Subject: **Addendum No. 3**

Tender reference: *DHI/PROC-11/2024/527 dated May 17, 2024 for Hiring of Consultant(s) to conduct Customer Satisfaction Survey*

Dear Bidder(s),

With reference to the aforementioned tender, Druk Holding and Investments Limited would like to provide the methodology for the Customer Satisfaction Survey (enclosed) as requested by the prospective Bidders.

This addendum shall form a part of the bidding document and shall be binding.

Yours sincerely,

(Kinley Gyem)
Associate Manager
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Druk Holding and Investments Limited

1. Objectives of the study

The primary objective of the survey is to measure the level of satisfaction of the customers of the seven DHI companies (BPC, BT, BOB, NRDCl, Drukair, MSPCL, TTPL) on the different key result areas. The key result areas predetermined and defined by DHI are:

1.1. Quality of services

1.2. Value for money

1.3. Service efficiency

1.4. Service Accessibility

1.5. Customer care

1.6. Handling complaints

1.7. Trustworthiness

1.8. Product/service innovations

With the key result arrived at from a composite of specific indicators (Firm-specific), the resultant outcome aimed from the study is to determine the satisfaction level of the customers from the customers' perspective. The quality of service delivery is to be defined by the customers in their expectations.

2. Methodology

This section provides details of sampling, questionnaire development, enumerators' training, piloting of the survey questionnaire and field survey.

2.1. Sample Size and Distribution

The sampling size and distribution for each company is recommended by DHI. It is based on the "Representative sample size suggested by W. Lawrence for different population size as reflected below:

Population estimates	Approximate Sample %
<1000	30%
<10,000	10%
<150,000	1%
>10,000,000	0.03%

2.2. Questionnaire development modality

The questionnaire will be developed based on the "Key Result Areas" (KRA). The eight KRAs are:

Quality of Services

Value for Money

Service Efficiency

Service Accessibility

Customer Care

Handling Complaints

Trust worthiness/Reliability

Product/service innovations

For all the companies the eight KRAs remain constant. Each KRA is further broken down into several "Key Performance Indicators" (KPI). The number of KPIs for each KRA of the companies varies based on the need and relevancy of the KRA for that particular company. For instance, Druk Air might have five KPIs for Customer care (one of the KRAs) while there is only 3 KPI for BPC on the same KRA. Further, after discussion with the all the companies, special need of each company may be incorporated wherever possible under the relevant KRA or otherwise as a separate question. The questionnaire development modality is presented below.
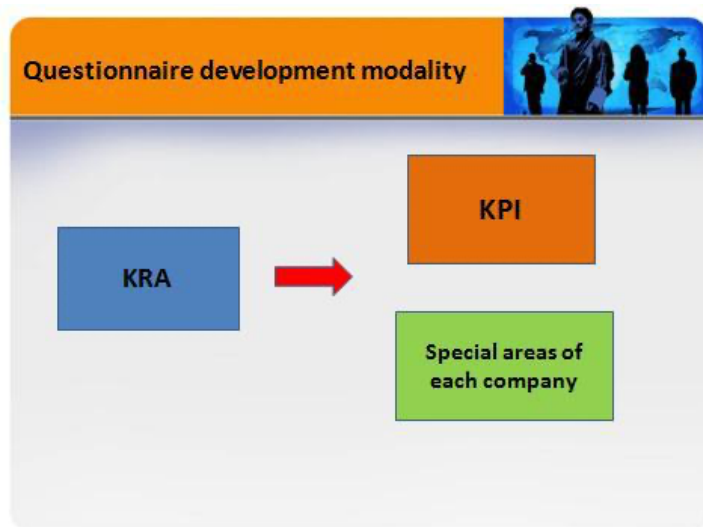
2.3. Development of Enumerators' guide

To ensure consistency in enumeration and survey tool administration, an Enumerators' guide should be developed. It should be brief and simple to ease the enumerators of having to read a lengthy guide. However, it should capture all the important points for successful enumeration and survey administration.

2.4. Training of enumerators

After finalizing the questionnaire, the enumerators shall be trained on the conduct and process of carrying out the survey. Mainly, the training should focus on:

- Discussion on the indicators of the questionnaire

- Discussion on the terms and terminologies

- Conduct and process of carrying out the survey

- Simulation on testing the survey questionnaire

Representatives from DHI and the companies shall participate in the training. The company representatives should explain their products and services besides clarifying the doubts of the enumerators on the indicators.

2.5. Piloting of questionnaires

Before the commencement of the actual field survey, a piloting of the questionnaire should be done in Thimphu involving the enumerators. During the piloting, people from various linguistic, professional and gender background may be covered.

This shall enable in identifying the shortcomings in the questionnaires and increasing its clarity. This also should enable in testing the approximate time required to complete one questionnaire. All the shortcomings are to be incorporated in the actual survey.

2.6. Field Survey

The actual survey shall be conducted as per the sample distribution set out in consultation with the respective companies or as directed by DHI. However, for Certain companies such as NRDCL, BPC, and DACL, the help on the list of locations of different categories of customers shall be solicited from the companies concerned.

3. Data management, processing and analysis

The questionnaires obtained from the field shall be reviewed for errors of omission and clerical errors. While inputting the data from the field into the SPSS software or any statistical software, the data of the questionnaire shall be reconciled with the prior data provided in the excel sheet. This check controls over the decisions made by the team leader on double-tick answers as well as omitted responses. The cross-tabulation and data analysis should be done as per the requirements stated in the RFP.