

## Press Release

### **More Pag-IBIG branches lead to increased net satisfaction with services in Visayas, *Excellent* at +75**

Pag-IBIG Fund got a net satisfaction of +75 or Excellent in the Visayas for its services, based on a national survey conducted by Social Weather Stations from September 24 to 27, 2016. This is a 34-point increase from +41 in a similar survey done in December 2015.

“One of the biggest reasons for the increased net satisfaction in the area is the opening of more branches in Regions 6 to 8, or Western, Central, and Eastern Visayas, respectively. From five branches in 2010, we now have 19 branches and three service offices all over the Visayas,” said Ms. Victoria dela Pena, Vice President for Member Services Operations in the Visayas and Mindanao.

She also attributed members’ awareness to the increased visibility of various Pag-IBIG teams who are aggressive in marketing the Fund’s Loyalty Card program.

Among the respondents, 84% answered that they are aware of Pag-IBIG Fund and its programs. This is a 5-point increase from the previous 79% awareness score.

“Constant exposure of our membership and housing programs on TV and social media also contributed to the high net satisfaction,” Ms. Dela Pena added.

Availment of services also increased, up by 8% to 24% in September 2016 from 16% in December 2015.

The biggest jump in services was noted for membership and employer registration, showing a 29% increase from 36% in December 2015 to 65% in September 2016. This was followed by verification of membership or loan records at 24%, up by 9% from 13% in December 2015.

Starting last year, Pag-IBIG initiated to engage a third party survey to track how members are impacted by its programs. Pag-IBIG continues to implement reforms and enhance its programs, and makes sure that these improvements are felt by its 16.9 million members worldwide.

Pag-IBIG branches increased nationwide from 38 in 2010 to 117 to date.(end)