

PERFORMANCE IMPROVEMENT PLANNING – Example #3

Name of Utility: Metro Cebu Water District
Area for Improvement: Customer Relations

| PROCESS | PRACTICES/ACTIVITIES | ACTION | TIME | BUDGET |
|--------------------------------------|--|--|---------------|--------|
| Improvement of Customer Satisfaction | Handling of customer complaints | Setting up of call center Setting up of action center for walk-in applicants | Every payment | - |
| | Massive information dissemination | Prompt dissemination of information thru tri-media, posters, public announcements | | |
| | Improvement of billing/collection system | Automation, setting up of additional point/collections centers, accuracy of reading | | |
| | Improvement of water service | Prompt action on leak/service connection repairs, mainline repairs | | |
| | Reduction of leaks | Implementation of step-testing policy | | |
| Water Quality | Regular/monthly bacteriological test | Sampling Procurement of modern equipment Compliance to ISO standards | Even payment | - |
| Service Coverage | Exploration of additional sources | Undertake well exploration, drilling of wells | Mar-June | - |
| | Improvement of water supply and distribution | Pressure monitoring thru hydraulics Leaks detection Rehabilitation of service coverage lines | | |
| | Expand coverage area | Expansion of distribution line | | |

The views expressed in this paper are the views of the authors and do not necessarily reflect the views or policies of the Asian Development Bank (ADB), or its Board of Directors, or the governments they represent. ADB does not guarantee the accuracy of the data included in this paper and accepts no responsibility for any consequences of their use. Terminology used may not necessarily be consistent with ADB official terms.

PERFORMANCE IMPROVEMENT PLANNING – Example #3

Name of Utility: Metro Cebu Water District
Area of Improvement: Increase Revenue (Profitability)

| PROCESS | PRACTICES/ACTIVITIES | ACTION | TIME | BUDGET |
|-----------------------------------|---|---|-------------|---------------|
| To increase production volume | Exploration of additional sources Negotiate with bulk water suppliers | Conduct exploratory well drillings and well rehabilitation Commissioning of production well Feasibility studies Solicit/unsolicited proposals Negotiation, financial evaluation, invitation to bid, bidding, contract signing | 18 mos. | 1.4M/well |
| To increase water sales | Improvement of billing and collection system Increase no. of service connections Tariff setting | Intensify collection efforts thru additional collection centers, grant discounts for on-time payment, enforcement of penalties Automation of billing system Expand water service coverage Contract marketing consultants 5 year rates increase at 12% | | 1.5M |
| To improve SRR (reduction of NRW) | Improvement of distribution system Meter accuracy Improvement of service coverage lines Reduce leaks | Implementation of supply distribution improvement program Meter maintenance program Institutionalizing district metering area Massive rehabilitation program Step testing activities | | |