

**CREDIT INFORMATION CORPORATION
2015 Performance Scorecard**

		Component		Agreed		CIC Submission		Validation		Supporting Documents	Remarks		
		Objective / Measure	Formula	Weight	Rating Scale	2015 Target	2015 Accomplishment	Rating	GCG Evaluation			Rating	
STAKEHOLDERS	SO 1	Encourage Submission and Usage of Credit Reports											
	SM 1	Coverage of Financial Institutions (defined as Accessing entities that are technologically & operationally ready to contribute and access data)	Absolute Number	45%	Actual / Target x Weight							List of entities that accessed and contributed to the database with codes, exact date and time of arrival.	The target weight of 45% is divided into the 7 financial institutions, so that each financial institution has 6.5% target weight. CIC calculated the reported accomplishment of 45% by overstating the accomplished weight for financial institutions with exceeded targets, e.g. covering 10 over 2 commercial banks yield 65% (10 x 6.5%). In this same example, GCG revised the method by
		Commercial Banks (36)				2 CBs	10	65%	13	6.5%			
		Thrift Banks (71)				2 TBs	3	20%	3	6.5%			
		Rural Banks (533)				2 RB	0	-13%	0	0%			
		Credit Cards				4 CCs	6	38%	3	4.875%			
		MFI's (120)				2 MFI	0	-13%	0	0%			
		Cooperatives (20,000)				2 Coops	2	13%	2	6.5%			
		Others (100)				2 Others	2	13%	5	6.5%			
		Insurance Companies (101)								122%			
		GOCCs (20)								54.90%			
		Financing Companies									45.00%		

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											considering 6.5% as the ceiling for every financial institution.	
SM 2	No. of Inquiries	Absolute Number	0%	n/a	Trial use by the contributing bank		0%		0%			
SM 3	Awareness of financial institutions of CIC	Index in percentage form based on survey design	10%	0 - 100%	Trial use by the contributing bank	Total Banking Offices	8%	No study regarding awareness index was established	0%	Computation on the Total Banking Offices based on the Status Report of BSP on Philippine Banking System, CIC Circular Nos. 2015-01 and 2015-01, Publications to Philippine Daily Inquirer	There was no survey conducted to establish an awareness index. CIC's reported accomplishment is merely the count of banks existing in the financial system, as per BSP report. The feedback forms submitted for validation are merely comments for the facilitator and seminar/forum that they have conducted. <i>Recommendation: develop a study / survey</i>	
	Commercial Banks (36)					FIs - 100% awareness index						5,833
	Thrift Banks (71)											1,920
	Rural Banks (533)											2,465
	Credit Cards					Gen. public - 50% awareness index						120
	MFI's (120)											143
	Cooperatives (10,000)											100
	Others (100)					n/a						
	Insurance Companies (101)											
GOCCs (20)	n/a											

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												that will measure the awareness level of the system
SO 2	Improve the General Public's Awareness of Rights and Responsibilities											
SM 4	Advertisements - Online, television/radio/print media (Reach Metrics, media value)		5%	Actual / Target x Weight	₱7.3 Million	₱12,175,330	5%	₱10,471,235	5%	Marketing and promotional expense plus ANC MOA		<p>Breakdown of amounts used for advertisements: - 10,471,235: ANC-USAID MOA - 1,704,095: Marketing and promotional expenses</p> <p>While CIC counted actual marketing and promotional expenses in the reported accomplishment, this was excluded in the validated accomplishment because actual cost does not form part of "media value".</p> <p><i>Recommendation:</i> "media value" is not an</p>

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											<p>accurate measurement for the effectiveness of an advertisement. It only measures the equivalent cost of a publicity using a benchmark figure in the market.</p> <p>"Reach metrics", which estimates the number of people with exposure to the publicity, is a more accurate measurement, but is not used by CIC for this SM.</p>
SM 5	Social Media Interactions		0%	Actual / Target x Weight	n/a		0%		0%		
SM 6	No. of Website Visits		5%	Actual / Target x Weight	10,000	64,512	5%	64,512	5%	Google Website Audience Overview Analytics for the period of Jan 1, 2015 - Dec 31, 2015	Adopt

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FINANCE	SO 3 Elicit Feedback From Stakeholders and Customers											
	SM 7	Client Satisfaction Rating		0%	Actual / Target x Weight	Target baseline for 2015 at 60%		0%		0%	None	No proof that a customer satisfaction survey was conducted. Moreover, CIC did not provide a reported accomplish for this measure.
	Sub-Total			65%				63%		41%		
	SO 4 Efficient Utilization of Budget											
SM 8	Subsidy utilization rate		2%	(1-actual utilization rate) / (1-target utilization rate) x Weight	PS – 45% MOOE – 100% CO – 100%	PS - 38.50% MOOE - 80.09% CO - 61.68%	1.45%	PS - 38.50% MOOE - 70.47% CO - 61.68%	1.45%	2015 Annual Audit Report and DBM-approved	Since the DBM-approved NG support for 2015 was not fully released to CIC, the utilization rate formula used was 2015 actual expenses over DBP-approved support for PS, MOOE and CO. The full weight of 2% was divided equally among PS, MOOE, and CO, resulting in 1.45% validated accomplishment using the validated	

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INTERNAL PROCESS											utilization rate per item.	
	SO 5	Grow Core Revenues										
	SM 9	Generate Revenue from the Development of New Products and Services		0%	n/a	n/a	n/a	0%		0%		
	SO 6	Achieve Self-Sustainability										
	SM 10	Turnaround Business Losses to Profitability		0%	n/a	n/a	n/a	0%		0%		
		Sub-Total		2%				1.45%		1.86%		
	SO 7	Establish an Integrated Accounting, Management and Billing System										
	SM 11	Design, Develop and Implement an Integrated Accounting and Billing System		5%	All or nothing	100% completed design and development of the Billing system	100%	5%	100%	5%	System Requirements Specification of CIC Billing System developed by Total Information Management Corporation	Adopt
	SO 8	Develop a Comprehensive Knowledge of the Credit Information Market										

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NG AND	SM 12	Establish a Business Plan		8%	All or nothing	Board-Approved Business Plan	CIC Business Plan approved on April 11, 2012 (CIC Res No. 34 s. of 2012). CIC is in the process of updating the Business Plan to cover up to FY 2020.	8%	Board-Approved Business Plan, May 2012	8%	Board-Approved Business Plan and resolution	CIC is currently in the process of generating financial projections up to 2020 for the update of Business Plan.
	SO 9	Establish a Reliable and Accessible Credit Information System										
	SM 13	Implement CIS		15%	All or nothing	Soft Launch	Soft Launch June 2015	15%	Soft Launch June 2015	15%	Memorandum of Agreement and Media launch with USAID and ABS-CBN (ANC) Website article on the launching of the system with ANC and USAID	CIC inked a strategic partnership with ABS-CBN's On The Money (OTM) with support from the United States Agency for International Development (USAID) for the launch of the system. The media partnership was launched on May 21, 2015
		Sub-Total		28%				28%		28%		
	SO 10	Establish Quality Management System										

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SM 14	Standard Quality Management System implementation	n/a	0%	n/a	Full operationalization of the system including access/inquiry from financial institutions and private credit bureaus.		0%		0%			
SO 11	Establish a Competency Framework											
SM 15	Develop a Competency Framework		5%	All or nothing	Establishment of a competency framework		3%	Invalid Competency Framework	0%	<ul style="list-style-type: none"> -Implementation plan of CIC SPMS - Employee Health, Safety & Welfare Policy - Policies and guidelines on the settlement of grievances - Personnel Actions - Code of Conduct 	The submissions do not constitute a competency framework. <i>Recommendation:</i> develop an appropriate competency model (refer to the GCG FAQs on Competency Frameworks/Models)	
	Sub-Total		5%				3%		0%			
	TOTAL		100%				95.45%		70.325%			