



## GSIS's Facebook account achieves 100% response rate



GSIS Philippines, the pension fund's official Facebook (FB) account, was graded 100% by Facebook in response rate and 15 minutes in response time for January 2017.

Response rate is the percentage of new messages sent to a page that receive initial responses on the same day, while response time is the average time it takes a page to send initial responses to new messages in a day.

Delighted with the good news, GSIS Acting President and General Manager Nora Malubay-Saludares told GSIS employees, "So far, so good! Let's keep up the good work."

A satisfied client appreciated GSIS's FB initiative for its members through a private message. "*Maraming salamat po sa effort, GSIS! Napaka-*

*reliable at ang responsive po ng page ninyo. Ipagpatuloy n'yo lang po 'yan. Bawas-abala na rin po sa karamihan,"* he said.

GSIS Philippines' FB account was launched late last year to answer inquiries from stakeholders.

Managed by GSIS's Corporate Communications Office, GSIS Philippines has now over 16,000 followers and likers as of press time. (WRLL)

