SPECIAL RELEASE

Analysis of the 3rd Quarter 2019 Customer Satisfaction Survey

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The Philippine Statistics Authority - Regional Statistical Service Office 10 is conducting Customer Satisfaction Survey to the clients of the PSASerbilis Outlet to continually streamline and improve frontline service delivery. It is conducted every third week of the last month of every quarter. Through this, the office will be able to assess the overall satisfaction of the respondents with respect to the following areas; the service (promptness and responsiveness), the employees (grooming, knowledge, courteousness, competent and fairness), the procedures (clarity and simplicity) and the vicinity (cleanliness, safety, comfort,ventilation and space). Unsatisfactory ratings, comments and suggestions of the clients will be the basis for crafting an action plan for further improvements.

Satisfaction rating is measured as the percentage of clients interviewed during the reference period who were either satisfied or very satisfied with the Philippine Statistics Authority's Serbilis Outlet while dissatisfaction rating is the percentage of clients interviewed who were either unsatisfied or very unsatisfied. Net Satisfaction Rating on the other hand, measures the difference between the proportion of satisfied and dissatisfied clients[1].

For the 3rd Quarter of 2019, Customer Satisfaction Survey (CSS) was administered to one hundred fifty (150) randomly selected walk-in clients of the Civil Registry System (CRS)- Cagayan de Oro Serbilis Outlet onSeptember 18, 20 and 23, 2019. In selecting the samples for this survey, systematic random sampling method was used with queuing numbers as the sampling variables.Systematic Random Sampling is the random sampling method that requires selecting samples based on a system of intervals in a numbered population.

Demographic Profile of Respondents

The demographic profile of the respondents is shown in Table 1 in order to give a primary perspective of the information of the 150 randomly selected clients for the survey. Based on the tabulated results, 6 out of 10 respondents or about67.33% of the randomly selected clients are female while only 27.33% are male. This indicates

that majority of the transacting clients during the conduct of the survey are females and is consistently true in all quarters of the year when the survey is conducted.

Table 1. Demographic Profile of the Respondents

Sex			Count	Percentage (%)
Male			41	27.33
Female			101	67.33
Not Specified			8	5.33
Age Group	Count	Percentage (%)	**Education**	Count	Percentage (%)
15-19	4	2.67	No Grade Completed	0	-
20-24	29	19.33	Elementary Level	7	4.67
25-29	23	15.33	Elementary Graduate	9	6.00
30-34	18	12.00	High School Level	25	16.67
35-39	17	11.33	High School Graduate	26	17.33
40-44	7	4.67	College Level	30	20.00
45-49	11	7.33	College Graduate	36	24.00
50-54	11	7.33	Vocational	7	4.67
55-59	3	2.00	Post Graduate	3	2.00
60 and above	10	6.67	Not Specified	7	4.67
Not Specified	17	11.33			

As presented in Table 1, the age range20-39 has recorded the highest number of transacting clients and constitutes 57.99% of the total sample. The age of the respondents was gathered because it is an important indicator with the differing views and opinions as well as the levels of maturity of the respondents in giving their comments, suggestion and even the entire process of answering the survey.

With respect to the educational attainment of the respondents, 44% of the total samples have acquired a college degree or have completed year/s in college. Furthermore, respondents who have graduated or have completed year/s in the secondary level constitutes about 34.00% of the total samples. The educational attainment of the clients was included in the demographics to know the levels of education acquired by the clients as this is an important factor that affects their views towards the services of the PSA-Serbilis Outlet.

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Figure 1 below shows the overall satisfaction rating obtained from the September 2019 CSS. Results showed that satisfaction rating and net satisfaction ratings were at 94.00% and 92.00%, respectively. These ratings were relatively higher compared to the target satisfaction rating of 77% set by the office.

Customer Satisfaction Rating up by 94.0% in the Third Quarter of 2019

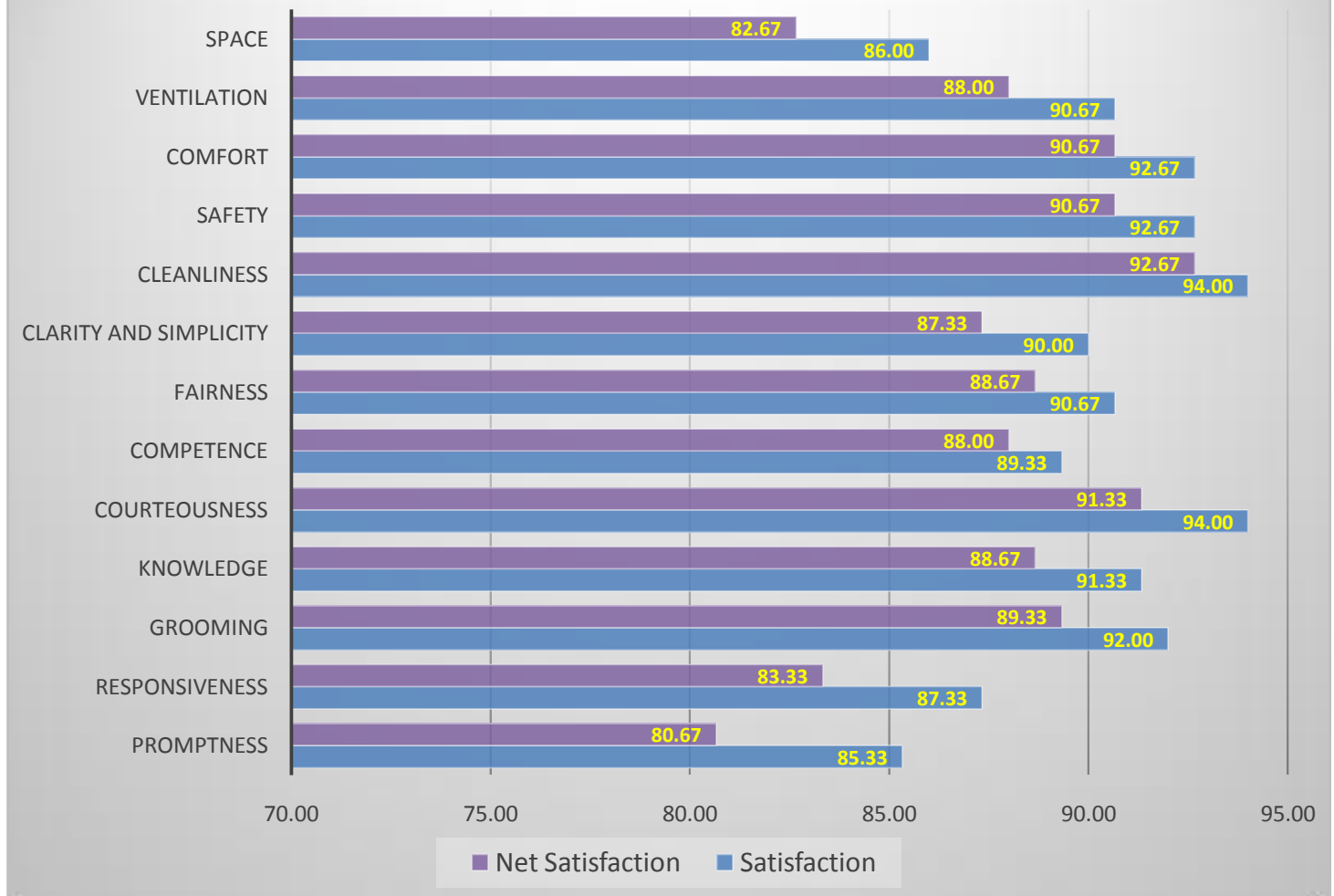Figure 1. Overall Satisfaction Rating: September 2019
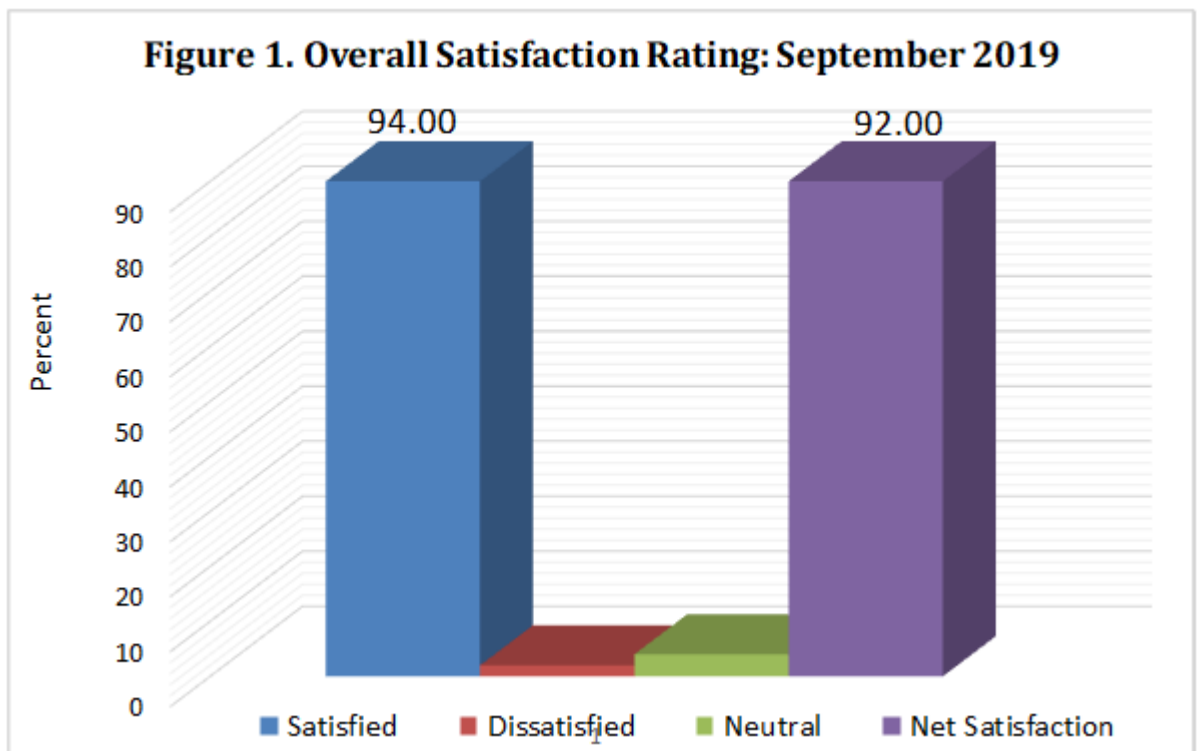
Satisfaction and net satisfaction ratings for each category assessed in the survey are presented in Figure 2. All categories obtained high satisfaction ratings above 85.0% of which cleanliness of the outlet and courteousness of the employees got the highest rating at 94.0%. High satisfaction ratings were also noted on safety and comfortability of the outlet with 92.67%. Other areas such as grooming, knowledge and fairness of the employees, ventilation of the outlet, clarity and simplicity of the procedures were generally rated satisfactorily by the clients and obtained 90.0% or higher satisfaction ratings.

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Figure 2. Satisfaction Rating by Category: September 2019

| Category	Net Satisfaction	Satisfaction
SPACE	82.67	86.00
VENTILATION	88.00	90.67
COMFORT	90.67	92.67
SAFETY	90.67	92.67
CLEANLINESS	92.67	94.00
CLARITY AND SIMPLICITY	87.33	90.00
FAIRNESS	88.67	90.67
COMPETENCE	88.00	89.33
COURTEOUSNESS	91.33	94.00
KNOWLEDGE	88.67	91.33
GROOMING	89.33	92.00
RESPONSIVENESS	83.33	87.33
PROMPTNESS	80.67	85.33

Moreover, the comparison of satisfaction ratings for the period September 2018 and 2019 is shown in Figure 3. The figure shows an increasing trend in the satisfaction rating based on the results of the survey for the two periods, hence, an increasing trend on the net satisfaction ratings. An increase of 6.42 percentage points in the overall satisfaction rating from the year 2018 to the year 2019 has been observed. This is an indication that the office has successfully implemented innovations and worked out the plans to continuously improve the CRS Outlet for the optimum satisfaction of the clients.

Figure 3: Satisfaction Ratings, September 2018 and 2019
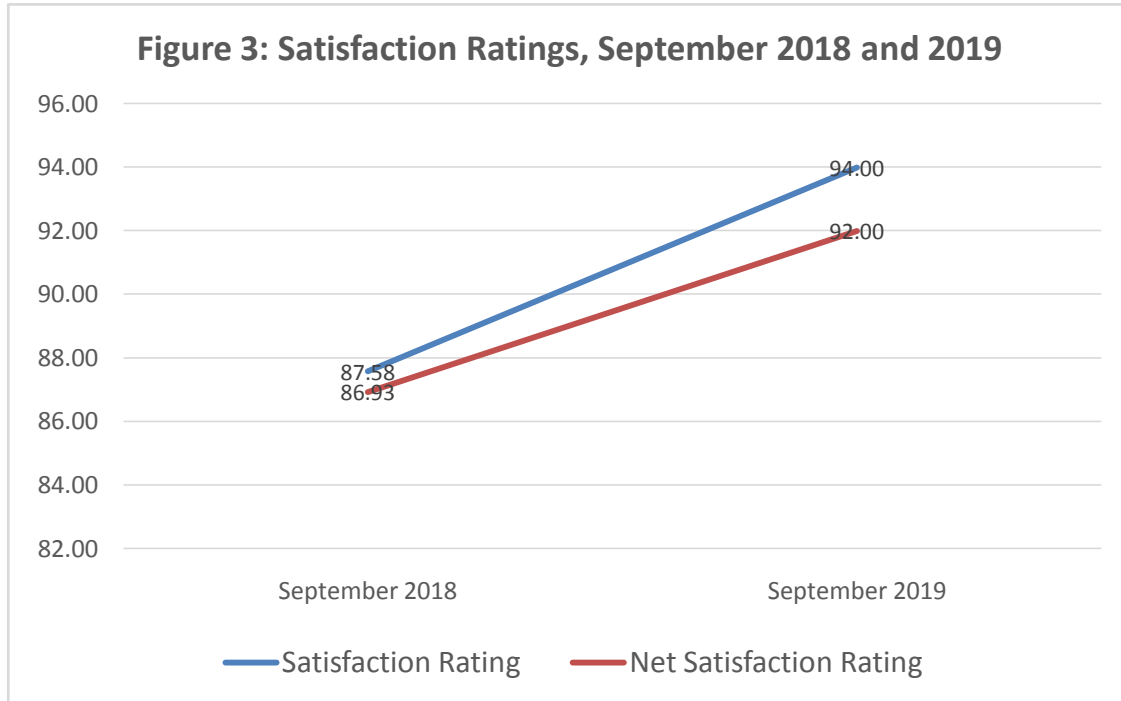
The awareness of the clients on the various policy-adhering posters/materials posted in the outlet and establishment of express lanes and help desks were also asked in the survey to determine the office's adherence to existing laws and regulations imposed for government offices.

Table 2. Respondents/Clients' Awareness on Various Policy-Adhering Posters and Materials

Particulars	Yes (%)	No (%)	Not Specified (%)
Express Lane for Senior Citizen, Pregnant and Persons with Disabilities	95.33	2.67	2.00
Citizen's Charter	90.00	5.33	4.67
Anti-fixer Materials	84.67	9.33	6.00
Public Assistance and Complaints Desks (PACD)	85.33	8.00	6.67
Observed the "NO NOON-BREAK" Policy	81.33	11.33	7.33

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As shown in Table 2, 9 out of 10 of the respondents or 95.33% have claimed that they are aware of the existence of "Express Lane for Senior Citizens, Pregnant Women and Persons with Disabilities" and the office's compliance and implementation of Republic Act No. 9994 otherwise known as the "Expanded Senior Citizens Act" and Batas Pambansa Bilang 334 otherwise known as the "Accessibility Law". This privilege has been extended by the office to women with infants and small children to ensure that they are also given priority to avoid inconveniences upon transacting in the Civil Registry Service Outlet.

Moreover, 90.0% of the respondents have claimed that they are aware of the citizen's charter posted in the outlet while only 5.33% have claimed that they are unaware of this material. This indicates that most of the respondents are guided on the process in availing the various services of the outlet which is also apparent on the high satisfaction rating on the clarity and simplicity of the procedures. Anti-fixer and No Noon-Break Policy materials and establishment of Public Assistance and Complaints Desks all obtained more than 80.0% awareness among the respondents.

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