SPECIAL RELEASE

Customer Satisfaction Rating Up by 95.33% in the Fourth Quarter of 2019

The Philippine Statistics Authority - Regional Statistical Service Office 10 (PSA-RSSO 10) conducts 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, competence and fairness), the procedures (clarity and simplicity) and the vicinity (cleanliness, safety, comfort,ventilation and space). Unsatisfactory ratings, comments and suggestions of the clients are the basis for crafting an action plan for further improvements.

The Customer Satisfaction Survey (CSS) for the 4th Quarter of 2019 was administered to one hundred fifty (150) randomly selected walk-in clients of the Civil Registry System (CRS)- Cagayan de Oro Serbilis Outlet lastDecember 16, 18 and 20, 2019. Systematic random sampling was the sampling method used in the survey using queuing numbers as the sampling variables.

Demographic Profile of Respondents

The demographic profile of the respondents is shown in Table 1. Based on the tabulated results, more than half or 58.67% of the randomly selected clients are female while only 38.67% are male. This implies that most of the transacting clients on the duration of the survey are represented by female individuals and is consistently true throughout all the quarters of the year when the survey was conducted.

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. As presented in Table 1, the age group with the highest number of clients who transacted are from ages 20-24 which constitutes 16% of the

total sample. It is then followed by age group 25-29 with 14% and age group 40-44 with12.67% out of the total number of respondents.

Table 1. Demographic Profile of the Respondents

Sex	Count	Percentage (%)	Place of Origin	Count	Percentage (%)
Male	58	38.67	Bukidnon	53	35.33
Female	88	58.67	Camiguin	5	3.33
Not Specified	4	2.67	Misamis Oriental	73	48.67
			Lanao del Sur	3	2.00
			Not Specified	16	10.67
Age Group	Count	Percentage (%)	**Education**	Count	Percentage (%)
15-19	5	3.33	No Grade Completed	2	1.33
20-24	24	16.00	Elementary Level	9	6.00
25-29	21	14.00	Elementary Graduate	12	8.00
30-34	17	11.33	High School Level	25	16.67
35-39	13	8.67	High School Graduate	22	14.67
40-44	19	12.67	College Level	24	16.00
45-49	13	8.67	College Graduate	39	26.00
50-54	6	4.00	Vocational	9	6.00
55-59	4	2.67	Post Graduate	2	1.33
60 and above	10	6.67	Not Specified	6	4.00
Not Specified	18	12.00			

With respect to the educational attainment of the respondents, 42% 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 high school level constitutes about 31.34% 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.
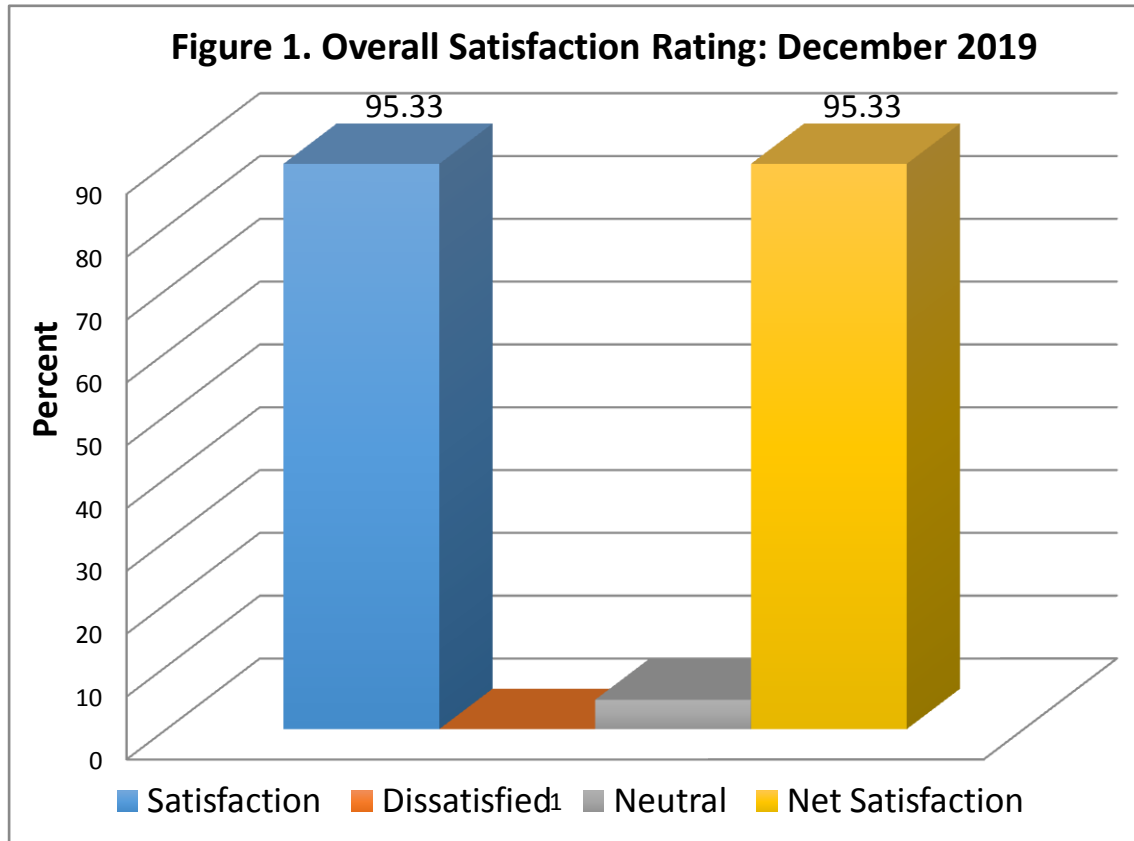
For the proportion of satisfied clients, Figure 1 shows the graphical representation of the overall satisfaction rating obtained during the December 2019 CSS. From the target satisfaction rating of 77%, the fourth quarter customer

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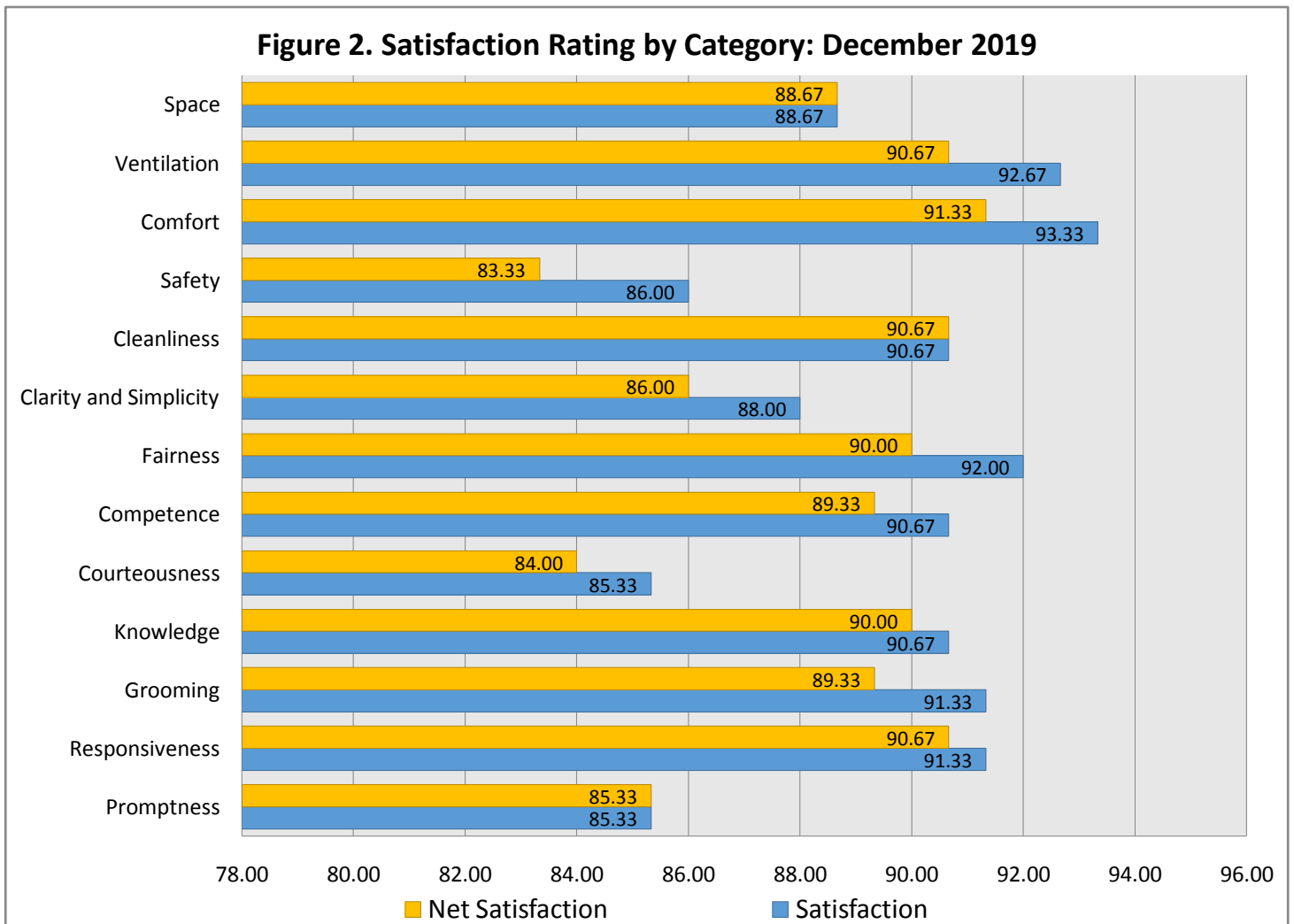ISO 9001:2015

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satisfaction survey obtained the same level of overall satisfaction rating and net satisfaction rating at 95.33%.

Figure 1. Overall Satisfaction Rating: December 2019

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Satisfaction and net satisfaction ratings for each categories assessed in the survey are presented in Figure 2 below. All categories obtained high satisfaction ratings above 85.0% of which comfortability of the outlet got the highest rating at 93.33%. High satisfaction ratings were also noted on the outlet's ventilation, employee's fairness in dealing with the clients, grooming and responsiveness with more than 90% ratings.

Figure 2. Satisfaction Rating by Category: December 2019

| Category	Net Satisfaction	Satisfaction
Space	88.67	88.67
Ventilation	90.67	92.67
Comfort	91.33	93.33
Safety	83.33	86.00
Cleanliness	90.67	90.67
Clarity and Simplicity	86.00	88.00
Fairness	90.00	92.00
Competence	89.33	90.67
Courteousness	84.00	85.33
Knowledge	90.00	90.67
Grooming	89.33	91.33
Responsiveness	90.67	91.33
Promptness	85.33	85.33

Moreover, the comparison of satisfaction ratings for the period December 2018 and 2019 is shown in Figure 3. The graph 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 5.79 percentage points in the overall satisfaction rating from the year 2018 to the year 2019

wasobserved. 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 Rating Fourth Quarter 2018 and 2019
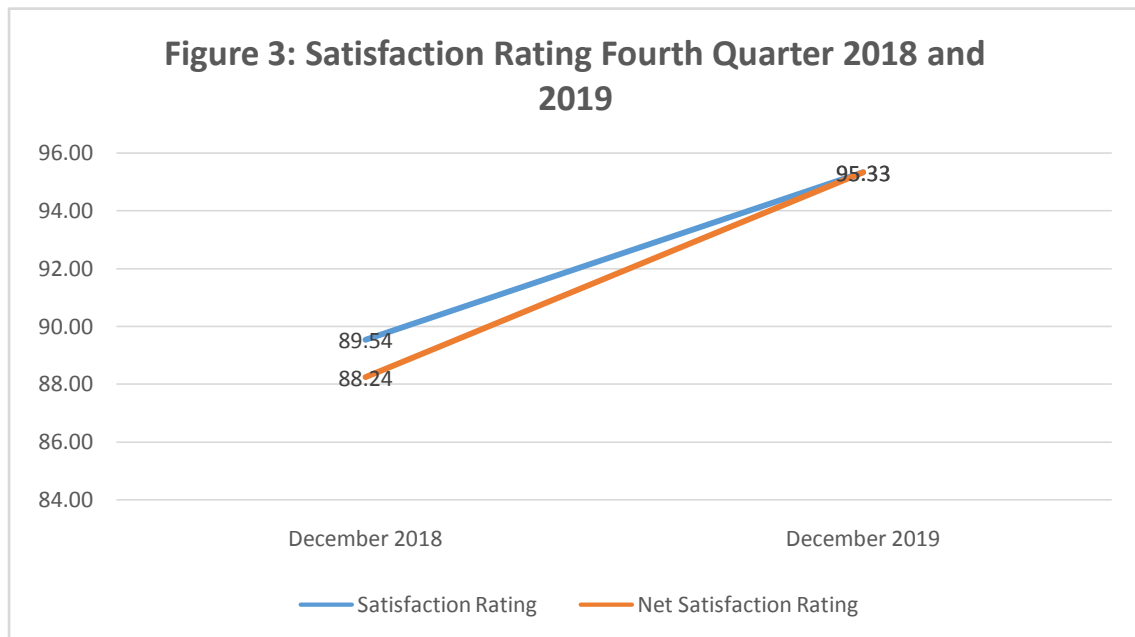
The survey also gathers information on the client's awareness on the various policy-adhering posters/materials posted in the outlet and establishment of express lanes and help desks to determine the office's adherence to existing laws and regulations imposed for government offices.

As shown in Table 2, 9 out of 10 of the respondents or 96.67% 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, 95.33% of the respondents have claimed that they are aware of the citizen's charter posted in the outlet while only 4.67% 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

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and No Noon-Break Policy materials and establishment of Public Assistance and Complaints Desks all obtained more than 86.0% awareness among the respondents.

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	96.67	2.00	1.33
Citizen's Charter	95.33	4.67	0.00
Anti-fixer Materials	86.67	11.33	2.00
Public Assistance and Complaints Desks (PACD)	88.67	10.00	1.33
Observed the "NO NOON-BREAK" Policy	86.67	12.00	1.33

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TECHNICAL NOTES:

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 civil registry service.

Dissatisfaction Rating- is the percentage of clients interviewed who responded either unsatisfied or very unsatisfied.

Net Satisfaction Rating-measures the difference between the proportion of satisfied and dissatisfied clients.

Systematic Random Sampling- is the random sampling method that requires selecting samples based on a system of intervals in a numbered population. Systematic Random Sampling has been widely used for Customer Satisfaction Surveys.