Regional Memorandum
No. 428, s. 2023

IMPLEMENTATION OF THE CLIENT SATISFACTION MEASUREMENT (CSM) FORM PRESCRIBED BY THE ANTI-RED TAPE AUTHORITY

To Regional Office Officials and Employees
Schools Division Superintendents
School Principals/School Heads of Implementing Unit-Secondary Schools
All Others Concerned

1. Enclosed is a copy of Memorandum DM-OUHROD-2023-0930 dated 10 July 2023 relative to the Implementation of the Client Satisfaction Measurement (CSM) Form Prescribed by the Anti-Red Tape Authority, which is self-explanatory, and for information.

2. The action needed and link to the online CSM Form template per governance level is specified in page 2, Table 1 of the said memorandum, for reference.

3. Immediate dissemination of and strict compliance with this memorandum is desired.

ATTY. ALBERTO T. ESCOBARTE, CESO II
Regional Director

Incls.: As stated

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Telephone No.: 02-8682-2114
Email Address: region4a@deped.gov.ph
Website: depedcalabarzon.ph
MEMORANDUM
DM-OHROD-2023-0930

TO: UNDERSECRETARIES
ASSISTANT SECRETARIES
BUREAU AND SERVICE DIRECTORS
REGIONAL DIRECTORS
SCHOOLS DIVISION SUPERINTENDENTS
ALL OTHERS CONCERNED

FROM: GLORIA J. M. MERCADO
Undersecretary for Human Resource and Organizational Development and
DepEd-CART Vice Chairperson

SUBJECT: IMPLEMENTATION OF THE CLIENT SATISFACTION MEASUREMENT
(CSM) FORM PRESCRIBED BY THE ANTI-RED TAPE AUTHORITY

DATE: 10 July 2023

Section 20 of Republic Act (RA) No. 11032 or the Ease of Doing Business and Efficient
Government Service Delivery Act of 2018 mandates government agencies to establish a feedback
mechanism and incorporate its results to the annual agency report. Rule IV, Section 3(b) of the
Implementing Rules and Regulations of the Law likewise requires that agencies embed feedback
mechanism and client satisfaction measurement and report results based on
guidelines issued by the Anti-Red Tape Authority (ARTA).

In the past years, the Department of Education (DepEd) was able to comply with the
abovementioned requirements through the implementation of a DepEd-wide Citizen/Client
Satisfaction Survey (CCSS) Form led by the Bureau of Human Resource and Organizational
Development–Organization Effectiveness Division (BHRAD-OED) and processing of feedback
by the Public Affairs Service - Public Assistance Action Center (PAS-PAAC) and its counterparts
in the field offices and schools.

However, the issuance of ARTA Memorandum Circular No. 2022-05 titled Guidelines on the
Harmonized Client Satisfaction Measurement (Enclosure No. 1) requires all agencies to
convert its feedback mechanism to the ARTA-prescribed Client Satisfaction
Measurement (CSM) Form for uniform reporting. The harmonized CSM is a survey tool that
asses overall satisfaction and perception after a client avails an external (frontline) or
internal service.

In this regard, this Memorandum is being issued to immediately implement the CSM Form
at all governance levels in the Department. The ARTA provided the CSM Form in two
formats: printed copy and online.
The ARTA CSM Form printed copy (Enclosure No. 2) is print-ready but may be resized before printing. Translation to the local language is highly encouraged; other than that, no other modification is allowed. Enclosure No. 3 contains the Guide to the Dissemination and Use of the DepEd CSM Form.

On the other hand, the online CSM Form template from ARTA was converted into an MS Teams Form by the BHRD-OED, with one online form each for schools, Schools Division Offices (SDOs) and Regional Offices (ROs). The Information Technology Officer (ITO) in ROs and SDOs and ICT Coordinator/personnel in-charge in schools shall be responsible for duplicating and sustaining the online Form at their governance level without affecting the content and conditional logic of the CSM Form template. The schools, SDOs, and ROs may use Google Forms, Microsoft Forms, or any other platform for their online CSM.

For units in the Central Office (CO), the link to the online CSM Forms shall be emailed to your respective offices; with each Form expected to be adopted and maintained by each unit.

The action needed and link to the online CSM Form template per governance level is specified in Table 1 below.

<table>
<thead>
<tr>
<th>Governance Level</th>
<th>Action Needed</th>
<th>CSM Form (Online) for duplication and implementation</th>
</tr>
</thead>
</table>
| School                | ICT Coordinator / admin in-charge  
1. collaborate with the ITO on the use and maintenance of the School CSM Form; ensure setting on Form shows "Accept Responses"  
2. generate QR code/link for posting in conspicuous places in the school and inclusion in documents, emails, and IEC materials  
3. maintain School CSM Form  
4. generate School CSM Report/s and forward to concerned office/s  
5. submit School CSM results to the Central Office upon request | https://bit.ly/SchoolCSM                                                     |
| Schools Division Office | IT Officer in SDO to  
1. duplicate RO CSM Form and save on SDO drive and change setting to "Accept Responses"  
2. generate QR code/link for posting in conspicuous places in the SDO and inclusion in documents, emails, and IEC materials  
3. maintain SDO CSM Form  
4. generate SDO CSM Report/s and forward to concerned office/s  
5. submit SDO CSM results to the Central Office upon request  
6. disseminate School CSM Form to schools and assist them in the use and maintenance of said Form | https://bit.ly/SDOCSM                                                       |
| Regional Office       | IT Officer in RO to  
1. duplicate CSM Form and save on RO drive and change setting to "Accept Responses"  
<table>
<thead>
<tr>
<th>Action</th>
<th>Location</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>inclusion in documents, emails, and IEC</td>
<td>Central Office DepEd</td>
<td>CART representative / designated staff per office to</td>
</tr>
<tr>
<td>materials</td>
<td></td>
<td>1. generate QR code/link for posting in conspicuous places in the CO</td>
</tr>
<tr>
<td></td>
<td></td>
<td>and inclusion in documents, emails, and IEC materials</td>
</tr>
<tr>
<td>maintain RO CSM Form</td>
<td></td>
<td>2. maintain CSM Form</td>
</tr>
<tr>
<td>generate RO CSM Report/s and forward to</td>
<td></td>
<td>3. generate CSM Report/s and forward to concerned office/s</td>
</tr>
<tr>
<td>concerned office/s</td>
<td></td>
<td>submit CSM results to the PAAC upon request</td>
</tr>
<tr>
<td>submit RO CSM results to the Central</td>
<td>Link and QR code to</td>
<td>office upon request</td>
</tr>
<tr>
<td>Office upon request</td>
<td>be emailed separately</td>
<td></td>
</tr>
<tr>
<td>collaborate with SDOs in using and</td>
<td>per CO office. In the</td>
<td></td>
</tr>
<tr>
<td>maintaining their CSM Form</td>
<td>meantime, offices may</td>
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<td></td>
<td>start using the hard</td>
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<td></td>
<td>copy of the hard</td>
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<td></td>
<td></td>
<td>Form.</td>
</tr>
</tbody>
</table>

While the **removal/addition of services and other revisions are not allowed**, all governance levels are enjoined to include a translation to the local language of the template provided. The inclusion or posting of a link/QR code to the online form in email, snail mail, IEC materials are also highly encouraged to ensure wide dissemination of said form.

All schools, SDOs, ROs, and CO units shall gather a minimum number of CSM responses based on the ARTA Sample Size Calculator at [https://tinyurl.com/CSMsamplesize](https://tinyurl.com/CSMsamplesize). Annual CSM results shall be submitted to the PAS-PAAC (not directly to ARTA) who shall then consolidate the results for the DepEd-wide report in compliance to RA 11032 and to the Performance-Based Bonus eligibility requirements. The agency-wide report is due on the last working day of January of every year.

Implementation of this Memorandum is effective immediately.

For more information, please contact the BHROD-OED through email at citizenscharter@deped.gov.ph.

Enclosures: As stated
MEMORANDUM CIRCULAR NO. 2022-05
SERIES OF 2022

FOR: ALL GOVERNMENT AGENCIES AND OFFICES COVERED BY REPUBLIC ACT NO. 11032 INCLUDING LOCAL GOVERNMENT UNITS (LGUs), GOVERNMENT-OWNED OR -CONTROLLED CORPORATIONS (GOCCs), LOCAL WATER DISTRICTS, STATE UNIVERSITIES AND COLLEGES (SUCs), AND OTHER GOVERNMENT INSTRUMENTALITIES

SUBJECT: GUIDELINES ON THE IMPLEMENTATION OF THE HARMONIZED CLIENT SATISFACTION MEASUREMENT

DATE: 20 September 2022

1. LEGAL BASES

1.1 Pursuant to Section 20 of the Republic Act (RA) No. 11032 (RA No. 11032) or the Ease of Doing Business and Efficient Government Service Delivery Act of 2018, which amended and renumbered Section 10 of R.A. No. 9485 or the Anti-Red Tape Act of 2007 to Section 20, a feedback mechanism shall be established in all government agencies covered under Section 3 of R.A. No. 11032.

1.2 Section 3 (b), Rule IV of the Implementing Rules and Regulations (IRR) of R.A. 11032 also states that "All agencies shall embed feedback mechanisms and client satisfaction measurement in their process improvement efforts. The agency shall report to the Authority the results of the Client Satisfaction Survey for each service based on the guidelines to be issued by the Authority."

1.3 ARTA Memorandum Circular (MC) No. 2019-002 provides that the Client Satisfaction Measurement (CSM) report of all government agencies shall be submitted to the Authority on or before the last working day of January of every year.

2. PURPOSE

2.1 Promoting the adoption of a harmonized and standardized framework in measuring client satisfaction across all levels of the government will ensure continuous improvement and enhancement of service promise towards a more meaningful client-centered Citizen’s Charter.
2.2. Considering the diverse function of government offices, it has been difficult to measure and compare the service performance of government agencies. Furthermore, client satisfaction surveys have been conducted through different methodologies and have been submitted to different government bodies. As a result, there is a need to develop a client satisfaction survey that is applicable to every government agency and is reported in a uniform manner.

2.3. The Anti Red Tape Authority (Authority) developed the harmonized CSM for agencies as an after-service availsment survey that will assess the overall satisfaction and perception of clients on the government service they availed. This will provide relevant feedback to the agency on the quality of service they are providing. The output and results of the CSM shall be incorporated in the agency’s Report Card Survey (RCS) under the Overall Survey Results.

2.4. This Memorandum Circular is issued to provide all government agencies covered by R.A. No. 11032 with instructions and guidance on the use of a harmonized CSM tool. Other agencies not covered by R.A. 11032 have the option to use the said tool.

3. COVERAGE

These Guidelines shall be adopted by all government agencies and offices covered under Section 3 of R.A. No. 11032 including Local Government Units (LGUs), Government-Owned or -Controlled Corporations (GOCCs), Local Water Districts, State Universities and Colleges (SUCs), and other Government Instrumentalities.

4. GENERAL GUIDELINES

4.1. As mandated by Section 3 (b), Rule IV of the IRR of R.A. 11032, client satisfaction feedback shall be gathered for all services offered by the government agency. This shall include both External and Internal Services.

4.1.1. As defined in Section 3.1.2.3 of ARTA M.C. No. 2019-002-A:

4.1.1.1. **External Services** refer to government services applied for or requested by external citizens or clients or those who do not form part or belong to the government agency or office providing the service.

4.1.1.2. **Internal Services** refer to government services applied for or requested by citizens or clients who are within the respective government agency or office, such as, but not limited to, its personnel or employees, whether regular or contractual.
4.3.5. Collection Mechanism. The manner and time interval of the collection of paper survey questionnaires shall be at the discretion of the agencies and offices. It shall be brief to maximize the responses and shall maintain the confidentiality of clients. If convenient, agencies are encouraged to utilize their PACD for the collection mechanism.

4.4. Content of the CSM Questionnaire

4.4.1. CSM Questions. All government agencies are mandated to use the CSM questions prescribed by the Authority as stated in Annex A – Client Satisfaction Measurement Questionnaire of this Memorandum Circular. The CSM includes three (3) questions related to the Citizen’s Charter, one (1) question related to the client’s overall satisfaction with the service availed of, and eight (8) questions related to the following Service Quality Dimensions (SQD):

a.) Responsiveness – the willingness to help, assist, and provide prompt service to citizens/clients.

b.) Reliability – the provision of what is needed and what was promised, following the policy and standards, with zero to a minimal error rate.

c.) Access and Facilities – the convenience of location, ample amenities for comfortable transactions, use of clear signages and modes of technology.

d.) Communication – the act of keeping citizens and clients informed in a language they can easily understand, as well as listening to their feedback.

e.) Costs – the satisfaction with timeliness of the billing, billing process/es, preferred methods of payment, reasonable payment period, value for money, the acceptable range of costs, and qualitative information on the cost of each service.

f.) Integrity – the assurance that there is honesty, justice, fairness, and trust in each service while dealing with the citizens/clients.

g.) Assurance – the capability of frontline staff to perform their duties, product and service knowledge, understand citizen/client needs, helpfulness, and good work relationships.

h.) Outcome – the extent of achieving outcomes or realizing the intended benefits of government services.
4.4.1.1. The CSM questions prescribed by the Authority are fixed and may not be altered, modified, or deleted.

4.4.1.2. Agencies have the option to add service-specific questions to the CSM, provided the revised version will not exceed five (5) minutes for the client to accomplish. The results of the additional questions shall not be included in the computation of the overall score.

4.4.1.3. Aside from the English and Filipino versions of the CSM survey, government agencies shall provide a version translated to the local dialect for easier understanding, provided that the revised version will still be able to capture the SQDs as stated above.

4.4.2. **Demographic Questions.** The demographic questions prescribed by the Authority shall be used for the CSM. Agencies and offices may further add relevant demographic questions to the survey, provided that the revised version will not exceed five (5) minutes for the client to accomplish.

4.4.3. **Open-ended Question.** The CSM shall have an open-ended question at the end of the form where the client has the option to provide additional remarks or feedback not covered/captured by previous questions.

4.5. **Rating Scale and Scoring System of the CSM**

4.5.1. **Rating Scale.** The CSM shall use a Five (5) Point Likert Scale to measure the SQDs. Agencies may utilize smileys/emoticons corresponding to the scale for better visualization to prevent confusion on the corresponding rating.

<table>
<thead>
<tr>
<th>Scale</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Strongly Disagree</td>
</tr>
<tr>
<td>2</td>
<td>Disagree</td>
</tr>
<tr>
<td>3</td>
<td>Neither Agree nor Disagree</td>
</tr>
<tr>
<td>4</td>
<td>Agree</td>
</tr>
<tr>
<td>5</td>
<td>Strongly Agree</td>
</tr>
</tbody>
</table>
4.5.2. **Scoring Per Question.** The percentage of respondents that rated ‘Agree’ and ‘Strongly Agree’ shall be used to get each SQD’s score. A question that was answered with two (2) or more check marks shall be considered as invalid.

4.5.3. **Overall Scoring.** The percentage of respondents that rated ‘Agree’ and ‘Strongly Agree’ for all eight (8) SQDs shall be used to compute the Overall Score. Agencies shall strive to achieve an overall percentage of 80% or higher, or a rating of “Satisfactory” or higher. Interpretation of the results shall be as follows:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 60.0%</td>
<td>Poor</td>
</tr>
<tr>
<td>60.0%-79.9%</td>
<td>Fair</td>
</tr>
<tr>
<td>80.0%-94.9%</td>
<td>Satisfactory</td>
</tr>
<tr>
<td>95.0%-100%</td>
<td>Outstanding</td>
</tr>
</tbody>
</table>

4.6. **Drafting the CSM Report**

4.6.1. Government agencies are required to submit a CSM report following the template/outline provided in Annex B – Client Satisfaction Measurement Report of this Memorandum Circular. This will amend Section 6.7.3. of ARTA M.C. No. 2019-002 which previously required the submission of the report using the agency’s existing CSM.

4.6.1.1. A copy of the revised version of the CSM questionnaire shall be attached to the CSM Report as Annex.

4.6.2. Government agencies with regional/field/satellite offices may have the option to submit either unified or separate CSM Reports. However, disaggregated reports of the regional/field/satellite offices are still required to be submitted to the Authority.

4.7. **Submission and Publishing of the CSM Report**

4.7.1. **All agencies** shall submit their CSM reports implementing these guidelines on the last working day of April 2024.

4.7.2. Agencies and offices shall submit soft copies (in text-readable PDF format) of the CSM report through this link: https://tinyurl.com/CSMRsubmissions.
4.7.3. The CSM report shall be uploaded on the official website of the government agency or be made available to the transacting public upon request.

4.8. Verification

4.8.1. All covered government agencies shall submit their CSM Report duly approved and signed by the Head of the Committee on Anti-Red Tape (CART) to attest that the report is accurate and compliant with these Guidelines.

4.8.2. The ARTA reserves the right to request proof of the survey results, including the answered paper surveys and the excel file of the aggregated data.

4.8.3. The Inspection Checklist program of the Report Card Survey will validate if the CSM is properly implemented.

4.9. Updated Timeline of Submission

The CSM Report covering the previous year shall be submitted on or before the last working day of April the following year.

5. TRANSITORY PROVISION

All covered government agencies shall start implementing these guidelines beginning January 2023.

6. AMENDMENT TO THE GUIDELINES

The guidelines outlined in this Memorandum Circular are subject to change as deemed necessary by the Authority.

7. REPEALING CLAUSE

Provisions of previous issuances of the Authority that are inconsistent with this Memorandum Circular are hereby reversed, set aside, or declared ineffective.

8. SEPARABILITY CLAUSE

If any provisions or part of this Circular is held unconstitutional or invalid, it shall not affect the validity of the remaining provisions of this Circular.
9. EFFECTIVITY

This Circular shall take effect immediately upon publication and registration with the University of the Philippines – Office of the National Administrative Register (UP-ONAR).

10. REFERENCES

The following additional documents are available online at the official website of the ARTA at www.arta.gov.ph:

Annex A. Client Satisfaction Measurement Questionnaire
Annex B. Client Satisfaction Measurement Report Outline and Sample Report

APPROVED BY:

DDG ERNESTO V. PEREZ
Officer-in-Charge
Annex A

Client Satisfaction Measurement Questionnaire
This Client Satisfaction Measurement (CSM) tracks the customer experience of government offices. Your feedback on your recently concluded transaction will help this office provide a better service. Personal information shared will be kept confidential and you always have the option to not answer this form.

Client type:  □ Citizen  □ Business  □ Government (Employee or another agency)

Date:  Sex:  □ Male  □ Female  Age:

Region of residence:  Service Availed:

INSTRUCTIONS: Check mark (✓) your answer to the Citizen's Charter (CC) questions. The Citizen's Charter is an official document that reflects the services of a government agency/office including its requirements, fees, and processing times among others.

CC1 Which of the following best describes your awareness of a CC?
□ 1. I know what a CC is and I saw this office’s CC.
□ 2. I know what a CC is but I did NOT see this office’s CC.
□ 3. I learned of the CC only when I saw this office’s CC.
□ 4. I do not know what a CC is and I did not see one in this office. (Answer ‘N/A’ on CC2 and CC3)

CC2 If aware of CC (answered 1-3 in CC1), would you say that the CC of this office was …?
□ 1. Easy to see  □ 4. Not visible at all
□ 2. Somewhat easy to see  □ 5. N/A
□ 3. Difficult to see

CC3 If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?
□ 1. Helped very much  □ 3. Did not help
□ 2. Somewhat helped  □ 4. N/A

INSTRUCTIONS:
For SQD 0-8, please put a check mark (✓) on the column that best corresponds to your answer.

<table>
<thead>
<tr>
<th>SQD0. I am satisfied with the service that I availed.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SQD1. I spent a reasonable amount of time for my transaction.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SQD2. The office followed the transaction’s requirements and steps based on the information provided.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SQD3. The steps (including payment) I needed to do for my transaction were easy and simple.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SQD4. I easily found information about my transaction from the office or its website.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SQD5. I paid a reasonable amount of fees for my transaction.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SQD6. I feel the office was fair to everyone, or &quot;walang patasang&quot;, during my transaction.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SQD7. I was treated courteously by the staff, and (if asked for help) the staff was helpful.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SQD8. I got what I needed from the government office, or (if denied) denial of request was sufficiently explained to me.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
</tr>
</tbody>
</table>

Suggestions on how we can further improve our services (optional):

________________________________________________________________________

Email address (optional):

THANK YOU!
HELP US SERVE YOU BETTER!

This short Client Satisfaction Measurement (CSM) survey aims to track the customer experience of government offices. Your answers will enable this office to provide a better service.

Age: ______  Sex: ______  Region: ______

Agency visited: ____________________________________________________________

Service availed: ___________________________________________________________

Customer type (Citizen, Business, or Government?): __________________________

INSTRUCTIONS: Check mark (✓) your answer to the Citizen's Charter (CC) questions.

CC1  Do you know about the Citizen's Charter (document of an agency's services and reqs.)?
      □ 1. Yes, aware before my transaction with this office
      □ 2. Yes, but aware only when I saw the CC of this office
      □ 3. No, not aware of the CC (Skip questions CC2 and CC3)

CC2  If Yes to the previous question, did you see this office's Citizen's Charter?
      □ 1. Yes, the CC was easy to find
      □ 2. Yes, but the CC was hard to find
      □ 3. No, I did not see this office's CC (Skip question CC3)

CC3  If Yes to the previous question, did you use the Citizen's Charter as a guide for the service/s you availed?
      □ 1. Yes, I was able to use the CC
      □ 2. No, I was not able to use the CC because ____________________________

INSTRUCTIONS: For SQD 1-8, please encircle the number that corresponds to your answer:

<table>
<thead>
<tr>
<th>Strongly Disagree (SD)</th>
<th>Disagree (D)</th>
<th>Neither Agree nor Disagree (NAD)</th>
<th>Agree (A)</th>
<th>Strongly Agree (SA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

SQD1. I spent an acceptable amount of time to complete my transaction (Responsiveness)  

SQD2. The office accurately informed and followed the transaction's requirements and steps (Reliability)  

SQD3. My online transaction (including steps and payment) was simple and convenient (Access and Facilities)  

SQD4. I easily found information about my transaction from the office or its website (Communication)  

SQD5. I paid an acceptable amount of fees for my transaction (Costs)  

SQD6. I am confident my online transaction was secure (Integrity)  

SQD7. The office's online support was available, or (if asked questions) online support was quick to respond (Assurance)  

SQD8. I got what I needed from the government office (Outcome)  

Remarks (optional): ___________________________________________________________
Annex B

Client Satisfaction Measurement (CSM) Report Outline
Harmonized CSM Report Outline:

I. Title Page
   - This section shall contain the Agency's official logo and official name. The page shall also include the label "Client Satisfaction Measurement Report", the year covered by the report, and the report's edition (Ex. 2nd Edition).

II. Table of Contents

III. Overview
   - The content of the Overview section shall be at the discretion of the agency. It may include a brief description of the agency and the CSM mandate.

IV. Scope and Methodology
   a. Period covered
   b. Geographic and Office coverage
   c. List of services surveyed
   d. Sampling
      i. Applied confidence level and margin of error
      ii. Mode of survey implementation (Ex. Paper questionnaire in the office)
   - The Scope section of the CSM Report shall include the period the survey was conducted and the geographical coverage of the survey.
   - In addition, the section shall include a table of the agency's services, the number of clients that completed the survey, and the total number of transactions during the year (surveyed + unsurveyed clients).
   - The agency shall create a separate table for services that had no clients during the period.
   - The sampling calculator is attached in the CSM Guidelines document.

   e. Feedback and Collection Mechanism
   f. Scoring system
      i. Table of the scale and its equivalent number
   g. How numerical results will be interpreted
      - The Methodology section of the CSM Report shall discuss all the physical and digital methods used by the agency to implement the CSM survey.
      - Additionally, the section shall provide a table of the 5-point Likert scale and the survey's scoring system.

V. Results
   a. Response rates (per service)
      i. Number of clients surveyed per service
      ii. Number of clients surveyed per customer type
   b. Total number of transacting clients during the period (per service)
   c. Client Demographic
d. Citizen's Charter results

e. Service Quality Dimension results

f. Free responses
   - The response rate is integral to the survey so it shall be explicitly stated in the CSM report. It shall be followed by a discussion of why the agency thinks the response rate is high, low, or as expected.
   - Furthermore, the agency shall provide reasons for why services have 0 responses, if any.
   - A breakdown of the client demographic shall be provided. The agency may provide an analysis based on how it may or may not be representative of its population.
   - Then, a breakdown of the Citizen’s Charter questions and Service Quality Dimension questions by result count shall be provided. The agency shall provide an analysis of the results.
   - Afterward, a breakdown of each services’ scores shall be provided. The agency shall also provide an analysis of these results.

VI. Results of the Agency Action Plan reported in the previous year

VII. Continuous Agency Improvement Plan for the following year
   - Sections VI and VII shall contain the action steps, the responsible unit/person, and a timeline. Agencies are also encouraged to incorporate CSM findings to the improvement Plan.
   - Section VI shall not apply for the first year of CSM implementation

VIII. Index
   A. Clear image of physical CSM survey used
   B. Detailed list of regional and satellite offices covered
   C. CSM results of each regional and satellite office
      i. Response rates of each office
      ii. Demographic of each office
      iii. Citizen’s Charter results of each office
      iv. SQD results of each office
Client Satisfaction Measurement Sample Report
Harmonized CSM Report

2023 (1st Edition)
DISCLAIMER: ALL NUMBERS IN THIS SAMPLE HAVE BEEN RANDOMIZED AND ARE NOT REPRESENTATIVE OF THE AGENCY'S ACTUAL PERFORMANCE

[Image of logo and agency name]

Harmonized CSM Report
2023 (1st Edition)
I. Overview:

The Anti-Red Tape Authority (ARTA) is a national government agency created by R.A. 11032 to monitor and ensure compliance with the national policy on the reduction and ease of doing business in the Philippines.

As stated in the ARTA Memorandum Circular (M.C.) No. 2022-02, government agencies shall provide the harmonized CSM questionnaire to clients who have completed a transaction. Per 6.7.3 of ARTA M.C. No. 2019-002, the client satisfaction measurement detailing the scope and period covered by the measurement, the methodology used, the results of the measurement, and the interpretation of the data shall be reported to the Authority.

II. Scope:

ARTA conducted surveys throughout the year from Jan. 2022 to Dec. 2022.

ARTA surveyed every client that visited the main and regional offices, as well as those that contacted ARTA through email.

The survey used the standard harmonized CSM questionnaire. It asked clients demographical questions, three (3) Citizen's Charter questions, and eight (8) questions related to the following Service Quality Dimensions:

1. Responsiveness
2. Reliability
3. Access and Facilities
4. Communication
5. Costs
6. Integrity
7. Assurance
8. Outcome

The services ARTA surveyed are the following:

<table>
<thead>
<tr>
<th>External Services</th>
<th>Responses</th>
<th>Total Transactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission of Comments on Proposed Major Regulations (Online)</td>
<td>258</td>
<td>431</td>
</tr>
<tr>
<td>Submission of Comments on Proposed Major Regulations (Walk-In)</td>
<td>204</td>
<td>512</td>
</tr>
<tr>
<td>Request for Data related to Business Regulations (Online)</td>
<td>59</td>
<td>78</td>
</tr>
<tr>
<td>Request for Data related to Business Regulations (Walk-In)</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Request for Doing Business Data/Information</td>
<td>21</td>
<td>33</td>
</tr>
</tbody>
</table>
In aggregate, 2,816 people were able to answer the survey, among a population of 6,920. This resulted in a 41% response rate for 2022.
DISCLAIMER: ALL NUMBERS IN THIS SAMPLE HAVE BEEN RANDOMIZED AND ARE NOT REPRESENTATIVE OF THE AGENCY'S ACTUAL PERFORMANCE

Services that had no clients in 2022 are the following:

<table>
<thead>
<tr>
<th>Service Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request for Issuance of Order of Automatic Approval/Extension for Complex Transactions (with Disposition of Complaints via virtual proceedings)</td>
</tr>
<tr>
<td>Request for Issuance of Order of Automatic Approval/Extension for Highly Technical Transactions (with Disposition of Complaints via virtual proceedings)</td>
</tr>
</tbody>
</table>

III. Methodology:

For physical clients, surveys were handed out and collected by ARTA personnel immediately at the end of the transaction. Surveys and survey boxes were also available near the office’s exit.

For online clients, emails containing the CSM portal link were sent one (1) week after the last correspondence.

The 8 SQD questions were scored using a 5-point Likert Scale. The simple average of the questions was used to get the Overall score. The interpretation of the results are as follows:

<table>
<thead>
<tr>
<th>Scale</th>
<th>Average</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1.00-1.49</td>
<td>Very Unsatisfied</td>
</tr>
<tr>
<td>2</td>
<td>1.50-2.49</td>
<td>Unsatisfied</td>
</tr>
<tr>
<td>3</td>
<td>2.50-3.49</td>
<td>Neither Unsatisfied nor Satisfied</td>
</tr>
<tr>
<td>4</td>
<td>3.50-4.49</td>
<td>Satisfied</td>
</tr>
<tr>
<td>5</td>
<td>4.50-5.00</td>
<td>Very Satisfied</td>
</tr>
</tbody>
</table>

IV. Results of the harmonized CSM for FY 2022:

A. Count of CC and SQD results

While the majority of respondents know the existence of a Citizen’s Charter (CC), 49% of clients were still unaware of the CC.

Meanwhile, among those that knew the CC, 77% were able to see ARTA’s CC. However, only 34% of clients were able to use it as a guide for their service.

<table>
<thead>
<tr>
<th>External Services</th>
<th>Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CC1. Yes, aware before my transaction here</td>
<td>944</td>
<td>33%</td>
</tr>
<tr>
<td>CC1. Yes, but aware only when I saw the CC of this office</td>
<td>521</td>
<td>18%</td>
</tr>
<tr>
<td>CC1. No, not aware</td>
<td>1370</td>
<td>49%</td>
</tr>
<tr>
<td>CC2. Yes, I saw the Citizen’s Charter</td>
<td>1135</td>
<td>77%</td>
</tr>
<tr>
<td>CC2. No, I did not see the Citizen’s Charter</td>
<td>330</td>
<td>23%</td>
</tr>
<tr>
<td>CC3. Yes, I was able to read</td>
<td>387</td>
<td>34%</td>
</tr>
</tbody>
</table>
DISCLAIMER: ALL NUMBERS IN THIS SAMPLE HAVE BEEN RANDOMIZED AND ARE NOT REPRESENTATIVE OF THE AGENCY'S ACTUAL PERFORMANCE

CC3. No, I was not able to read

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Responses</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsiveness</td>
<td>1</td>
<td>12</td>
<td>58</td>
<td>815</td>
<td>1930</td>
<td>2816</td>
<td>4.72</td>
</tr>
<tr>
<td>Reliability</td>
<td>5</td>
<td>9</td>
<td>50</td>
<td>1052</td>
<td>1700</td>
<td>2816</td>
<td>4.64</td>
</tr>
<tr>
<td>Access and Facilities</td>
<td>2</td>
<td>16</td>
<td>71</td>
<td>938</td>
<td>1789</td>
<td>2816</td>
<td>4.67</td>
</tr>
<tr>
<td>Communication</td>
<td>1</td>
<td>18</td>
<td>54</td>
<td>1296</td>
<td>1447</td>
<td>2816</td>
<td>4.55</td>
</tr>
<tr>
<td>Costs</td>
<td>1</td>
<td>21</td>
<td>44</td>
<td>971</td>
<td>1779</td>
<td>2816</td>
<td>4.67</td>
</tr>
<tr>
<td>Integrity</td>
<td>3</td>
<td>15</td>
<td>38</td>
<td>833</td>
<td>1592</td>
<td>2816</td>
<td>4.72</td>
</tr>
<tr>
<td>Assurance</td>
<td>2</td>
<td>17</td>
<td>65</td>
<td>1141</td>
<td>1591</td>
<td>2816</td>
<td>4.60</td>
</tr>
<tr>
<td>Outcome</td>
<td>4</td>
<td>14</td>
<td>59</td>
<td>1053</td>
<td>1686</td>
<td>2816</td>
<td>4.64</td>
</tr>
<tr>
<td>Overall</td>
<td>19</td>
<td>122</td>
<td>439</td>
<td>8099</td>
<td>13849</td>
<td>22528</td>
<td>4.65</td>
</tr>
</tbody>
</table>

B. Average score per service

Looking at the scores per service, respondents were either 'Satisfied' or 'Very Satisfied' with their transactions, recording a score range of 4.00-4.97. No service garnered a score of 3.99 or lower.

As a result, ARTA recorded an Overall score of 4.65, which translates to 'Very Satisfied'.

The data below shows the Overall rating of each service surveyed.
| Request for Issuance of Order of Automatic Approval/Extension for Complex Transactions | 4.27 |
| Request for Issuance of Order of Automatic Approval/Extension for Complex Transactions (with Standard Disposition of Complaints) | 4.33 |
| Request for Issuance of Order of Automatic Approval/Extension for Highly Technical Transactions | 4.49 |
| Request for Issuance of Order of Automatic Approval/Extension for Highly Technical Transactions (with Standard Disposition of Complaints) | 4.15 |
| Standard procedure for the disposition of complaints endorsed to ARTA-IELO | 4.00 |
| Request for Briefing | 4.61 |
| Request for Statements/Advisories | 4.82 |
| Hiring of Plantilla Personnel for Successful Applications | 4.07 |
| Hiring of Plantilla Personnel for Failed Applications | 4.10 |
| **External Service Overall** | 4.60 |
| **Internal Services** |  |
| Request for Evaluation of Citizen’s Charter | 4.13 |
| Request for ARTA Collaterals | 4.12 |
| Processing of Payroll | 4.76 |
| Request for Certification of Availability of Funds | 4.87 |
| Disbursements | 4.39 |
| Cash Advance from Petty Cash Fund | 4.21 |
| Request for Expenses from Petty Cash Fund | 4.48 |
| Purchase Request for Goods (Items, Supplies, and Materials) through public bidding | 4.67 |
| Purchase Request for Goods (Items, Supplies, and Materials) through shopping | 4.62 |
| General Services for Building and Maintenance Request (Simple Repairs) | 4.95 |
| General Services for Building and Maintenance Request (Complex Request/Requiring AMP) | 4.64 |
| Documentation and Assigning of Serial Number for Office Orders, Memorandum Circulars, and Other Official Issuances | 4.04 |
| Receiving of Incoming Documents | 4.41 |
| Request for Certified True Copy of Department Orders, Administrative Orders, and Other ARTA Issuances | 4.73 |
| Receiving of Inventory Items | 4.81 |
| Request and Issuance of Inventory Items | 4.66 |
| Request for ICT Technical Support | 4.54 |
| Request for Employee Records | 4.16 |
| Application for Leave | 4.78 |
| Internal Service Overall | 4.70 |
| **Overall** | 4.85 |

V. Results of the Agency Action Plan reported in FY 2021:

VI. Continuous Agency Improvement Plan for FY 2023:
This Client Satisfaction Measurement (CSM) tracks the customer experience of government offices. Your feedback on your recently concluded transaction will help this office provide a better service. Personal information shared will be kept confidential and you always have the option to not answer this form.

Client type:  □ Citizen  □ Business  □ Government (Employee or another agency)

Date: ____________  Sex:  □ Male  □ Female  Age: ____________

Region of residence: ____________  Service Availed: ____________

INSTRUCTIONS: Check mark (✓) your answer to the Citizen's Charter (CC) questions. The Citizen's Charter is an official document that reflects the services of a government agency/office including its requirements, fees, and processing times among others.

CC1 Which of the following best describes your awareness of a CC?  
□ 1. I know what a CC is and I saw this office's CC.
□ 2. I know what a CC is but I did NOT see this office's CC.
□ 3. I learned of the CC only when I saw this office's CC.
□ 4. I do not know what a CC is and I did not see one in this office. (Answer 'N/A' on CC2 and CC3)

CC2 If aware of CC (answered 1-3 in CC1), would you say that the CC of this office was …?  
□ 1. Easy to see  □ 4. Not visible at all
□ 2. Somewhat easy to see  □ 5. N/A
□ 3. Difficult to see

CC3 If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?  
□ 1. Helped very much  □ 3. Did not help
□ 2. Somewhat helped  □ 4. N/A

INSTRUCTIONS:
For SQD 0-6, please put a check mark (✓) on the column that best corresponds to your answer.

<table>
<thead>
<tr>
<th>SQD</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>SQD0</td>
<td>I am satisfied with the service that I availed.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SQD1</td>
<td>I spent a reasonable amount of time for my transaction.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SQD2</td>
<td>The office followed the transaction's requirements and steps based on the information provided.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SQD3</td>
<td>The steps (including payment) I needed to do for my transaction were easy and simple.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SQD4</td>
<td>I easily found information about my transaction from the office or its website.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SQD5</td>
<td>I paid a reasonable amount of fees for my transaction.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SQD6</td>
<td>I feel the office was fair to everyone, or &quot;walaang palakasan&quot;, during my transaction.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SQD7</td>
<td>I was treated courteously by the staff, and (if asked for help) the staff was helpful.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SQD8</td>
<td>I got what I needed from the government office, or (if denied) denial of request was sufficiently explained to me.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Suggestions on how we can further improve our services (optional):

__________________________________________________________________________

Email address (optional): __________________________________________

THANK YOU!
Enclosure No. 3 – Guide to the Dissemination and Use of the DepEd CSM Form

Number the forms – handwritten or stamp.

Control No.: ____________

Stamp/print RO/SDO/CO office name or School ID & name

This Client Satisfaction Measurement (CSM) tracks the customer experience of government offices. Your feedback on your recently concluded transaction will help this office provide a better service. Personal information shared will be kept confidential and you always have the option to not answer this form.

Client type:  ☐ Citizen  ☐ Business  ☐ Government (Employee or another agency)

Date: ____________  Sex:  ☐ Male  ☐ Female  Age: ____________

Region of residence: ____________  Service Availed: ____________

INSTRUCTIONS: Check mark (✓) your answer to the Citizen’s Charter (CC) questions. The Citizen’s Charter is an official document that outlines the services of a government agency/office including its requirements, fees, and processing times among others.

CC1 Which of the following best describes your awareness of a CC?

☐ I know what a CC is and I saw this office’s CC.
☐ 1. I know what a CC is but I did NOT see this office’s CC.
☐ 2. I heard of the CC only when I saw this office’s CC.
☐ 3. I do not know what a CC is and I did not see one in this office. (Answer ‘N/A’ on CC2 and CC3)

CC2 If aware of CC (answered 1-3 in CC1), would you say that the CC of this office was ...?

☐ 1. Easy to see
☐ 2. Somewhat easy to see
☐ 3. Difficult to see

CC3 If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?

☐ 1. Helped very much
☐ 2. Somewhat helped
☐ 3. Did not help
☐ 4. N/A

INSTRUCTIONS:

For SOD 3-5, please put a check mark (✓) on the column that best corresponds to your answer:

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree Nor Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOD 3. I am satisfied with the service that I received.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOD 4. I paid a reasonable amount of time for my transaction.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOD 5. The office followed the transaction's requirements and steps based on the information provided.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOD 6. The steps (including payment) I needed to do for my transaction were easy and simple.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOD 7. I was treated courteously by the staff, and (if asked for help) the staff was helpful.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOD 8. I received a reasonable amount of help for my transaction.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Suggestions on how we can further improve our services (optional):

Email address (optional): ____________________________

THANK YOU!