



SPECIAL RELEASE

CIVIL REGISTRATION SERVICES (CRS) OUTLET – TAGUM CITY RETAINED ITS 100 PERCENT CUSTOMER SATISFACTION SURVEY: FIRST QUARTER 2023

Date of Release: 29 March 2023
Reference No. SRDDN2023-08

The Philippine Statistics Authority – Davao del Norte Provincial Statistical Office (DavNor PSO) conducted quarterly the Customer Satisfaction Survey (CSS) at its managed CRS Outlet-Tagum City. The CSS is the third in the series, since the opening of the Outlet on 15 March 2022.

This was conducted continuously for five-day period from 06-10 March 2023 to the 106 randomly selected costumers or clients of CRS Outlet by the staff of the office utilizing the Computer-Assisted Personal Interview (CAPI). CAPI is a survey method that facilitate the data gathering with simplicity and accuracy. It brought significant impact on consistency of data and completeness of responses during the data gathering, eliminates in-house data encoding with enhance data validation time.

Primarily, the CSS aims to determine the overall satisfaction of services rendered to customers at CRS Outlet – Tagum City. Likewise, the survey intends the following:

1. Determine the demographic characteristics of customers/clients and residence by province of customers;
2. Assess the Overall Satisfaction Rate (OSR) and Net Satisfaction Rate (NSR) of customer respondents, in relation to civil registration service delivery, CRS Outlet employees, procedures, area and facilities;
3. Identify the familiarity of customers on existing alternative options where to send application form on availing Civil Registry Documents (CRDs);
4. Identify the clients' comments for formulation of corresponding action plan; and
5. Create an Action Plan matrix from the feedback of clients.

Results of the Survey



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This topic refers to the result of the survey on customer satisfaction based from its delineated objectives.

1. Demographic Characteristics of Clients

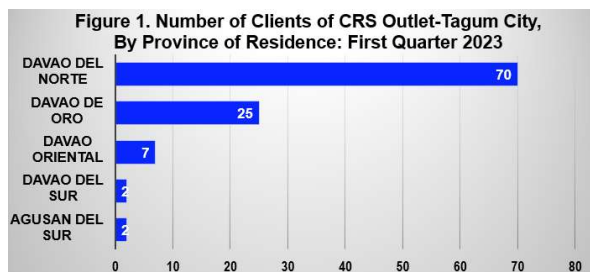
The demographic characteristics of customer-respondents of the CRS Outlet under review revealed that 66 (62.3%) of the total respondents were females, while 40 (37.7%) were males.

The educational attainment showed that majority of the respondents were high school graduate, which contributes to 51.9 percent of the total respondents. On the other hand, 24.5 percent of the respondents have elementary education, while 25 percent of the respondents have college or higher education (Table 1).

Table 1. Demographic Characteristics of Clients of CRS Outlet-Tagum City, By Count and Percentage: First Quarter 2023

Demographic Profile	Count	Percentage
Sex	106	100.0%
Female	66	62.3%
Male	40	37.7%
Education	106	100.0%
Elementary	26	24.5%
High school	55	51.9%
College or higher	25	23.6%
Work	106	100.0%
Employed	51	48.1%
Unemployed	55	51.9%
Place of Residence	106	100.0%
Within Davao del Norte	70	66.0%
Outside Davao del Norte	36	34.0%

Figure 1 showed that most of the Clients resided in Davao del Norte (70%), while 30 percent resided outside the province.



Of thirty-percent (30%) of clients residing outside Davao del Norte, 25 resided in the province of Davao de Oro, 7 from Davao Oriental, while 4 of the respondents came from Davao del Sur and Agusan del Sur.

2. Assessment of Overall Satisfaction Rate (OSR) and Net Satisfaction Rate (NSR) of customer, in relation to civil registration service delivery, CRS Outlet employees, procedures, area and facilities;

The customer-respondents satisfaction is measured by assessment of the overall satisfaction and net satisfaction of customer on the different categories, as follows:

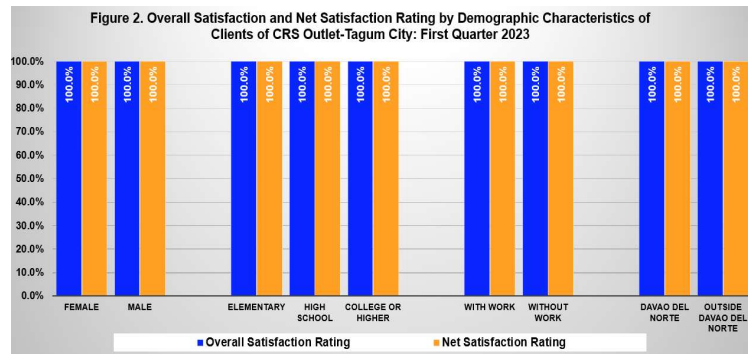
- 2.1. Assessment of the overall satisfaction and net satisfaction;
- 2.2. Delivery on civil registration services;
- 2.3. Knowledge, character, and appearance of CRS Outlet employees;
- 2.4. Procedural Processes; and
- 2.5. Environment at clients' area and facility in the CRS Outlet.

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2.1. Assessment of the overall satisfaction and net satisfaction

A. Demographic Characteristics.

Across sexes, males and females ensued a rating of 100.0 percent of their OSR and NSR. Likewise, a 100.0 percent OSR and NSR rating were obtained from



customer-respondents regardless of their educational attainment, work status and by provincial residence.

B. Level of Satisfaction of Clients.

Shown in Figure 3 is the level of satisfaction of clients from strongly disagree to strongly agree using the scale of 1 to 5 (Strongly Disagree – Strongly Agree).



“Strongly Agree” shown to have the highest rating in most categories, which could be interpreted that majority of the customer-respondents during the survey period were satisfied. Categories with 100 percentage points (100.0%) were Comfortable Environment and Courteous Employees.

In terms of responses for customer-satisfaction on ‘Clean Comfort Rooms’, 100 percent of the 22 applicable responses answered “Strongly Agree” and “Agree”, while “Not Applicable” rated to the remaining 79.2 percent of the clients, since they have not used the comfort rooms of the Outlet during their transactions.

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C. Quarterly Comparative Overall Satisfaction Rating (OSR) and Net Satisfaction Rating.

Figure 4 showed the Quarterly Comparative Overall Satisfaction Rating (OSR) and the Net Satisfaction Rating (NSR) of First Quarter of 2023 from the Fourth Quarter 2022.

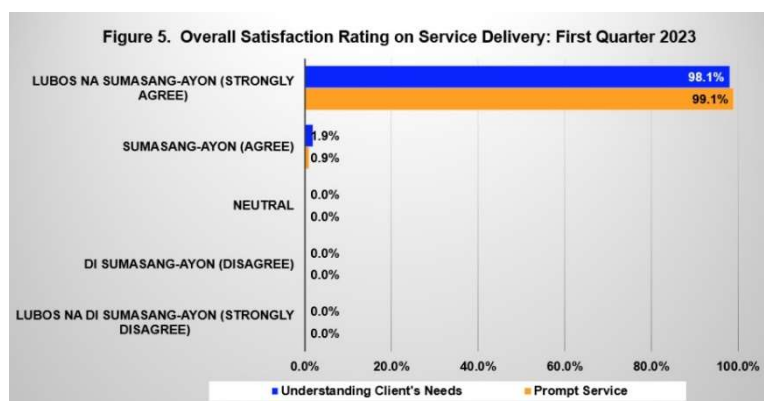


The comparison is to determine if satisfaction rating is maintained or not in the current quarterly survey. This likewise serves as directional performance on improving the quality management at the CRS Outlet.

The OSR and NSR of the First Quarter of 2023 showed to have the same rating with the Fourth Quarter of 2022 at 100.0 percent.

2.2. Delivery on civil registration services.

Figure 5 showed the overall satisfaction on “Understanding the Clients’ Need and Prompt Service.”



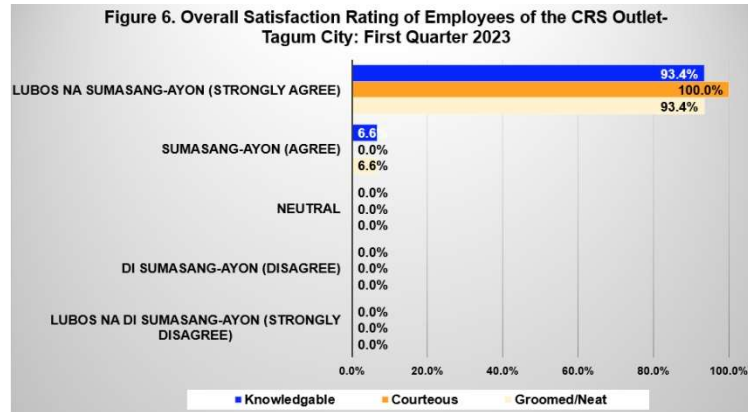
Most of Clients rated “Strongly Agree” that the employees understand their needs (98.1%), and prompt service were likewise delivered (99.1%).

Only few of the customer-respondents replied “Agree” on understanding needs and prompt service, with ratings of 1.9 percent and 0.9 percent, respectively.

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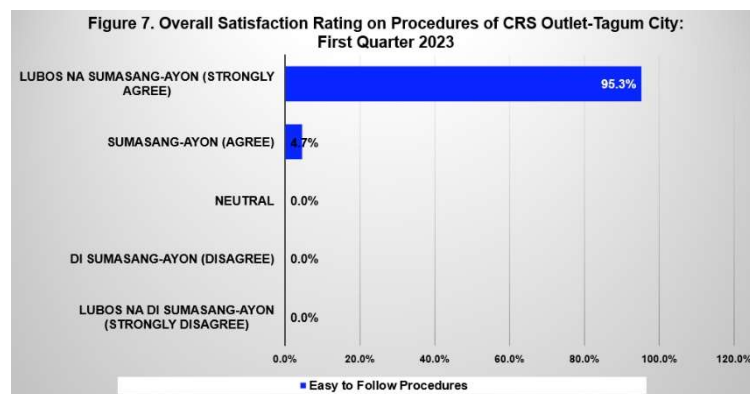
2.3. Knowledge, character, and appearance of CRS Outlet employees.

As to the categories on “Knowledgeable, Courteous, and Groomed/Neat”, the customer-respondents rated the employees with “Strongly Agree” with a rating of 93.4 percent, 100.0 percent, and 93.4 percent, respectively.



2.4. Procedural Processes.

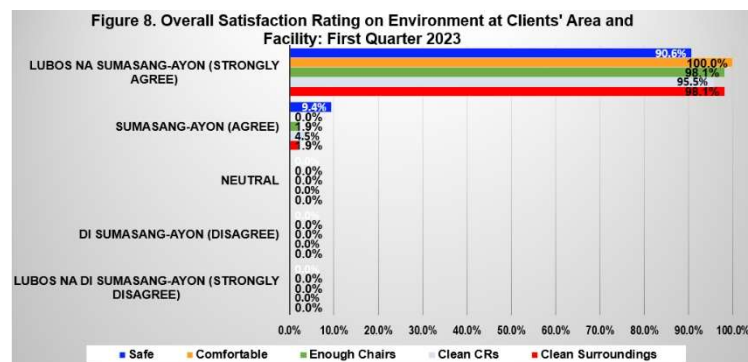
Figure 7 revealed that customers were very satisfied on the applied procedures at CRS Outlet-Tagum City. The easy-to-follow procedures has been agreed strongly with a rating of 95.3 percent. Only 4.7 percent clients rate “Agree” on the easy-to-follow procedures in the outlet.



2.5. Environment at Clients’ Area and facility in the CRS Outlet.

Most of the customer-respondents replied “Strongly Agree”, the highest satisfaction rating on the environment of clients’ area and facility of CRS Outlet.

Among categories, ‘Comfortable’ had the highest rating of 100.0 percent, ‘Enough’



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Chairs’ and ‘Clean Surroundings’, both rated with 98.1 percent, ‘Clean CRs’ got a 95.5 percent.

While category ‘Safe’ got the lowest rating among categories rated “Strongly Agree” with a rating of 90.6 percent.

3. Status on awareness of customers of existing alternative options where to send application form on availing Civil Registry Documents (CRDs)

As part of the survey’s goal, CSS also obtained the awareness of respondents on the existing alternative options where to send application form on availing Civil Registry Documents (CRDs)

Figure 9 depicted that the 106 respondents answered “Yes” when were asked on awareness of alternative options to request civil registry documents from the Philippine Statistics Authority through the CRS Outlet.

Figure 9. Percentage of Awareness on Existence of Alternative Option: First Quarter 2023

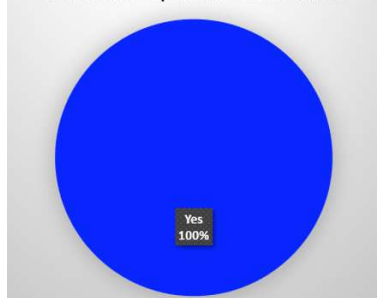
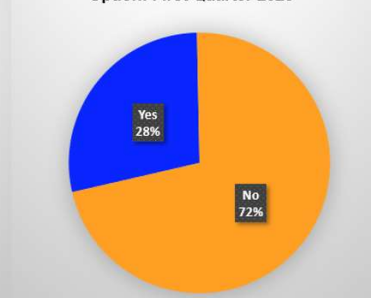
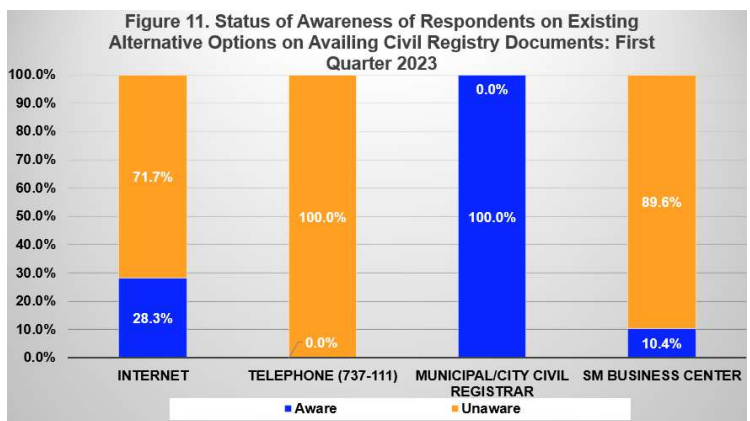


Figure 10. Percentage of Availing Alternative Option: First Quarter 2023



However, only 28 percent availed the options through internet, Municipal/City Civil Registrar, and SM Business Centers (Figure 10).

On status of awareness, Figure 11 showed that the respondents were more aware of using online, as alternative options where to send filled-out application form on availing civil registry documents from the PSA through the CRS Outlet.



Moreover, 100.0 percent of customer-respondents were aware that the Office of Municipal/City Civil Registrars are accepting filled-out application form on availing civil registry documents from the PSA. This is followed by internet options with 28.1 percent, and SM Business Center with 10.4 percent.

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Unfortunately, none of the respondents knew that they can also acquire civil registry documents through telephone, using line number 737-111.

4. Comments of Respondents by Feedback

Most of the customer-respondents expressed their satisfaction and commendation towards the services that they were provided with, while transacting in CRS Outlet-Tagum City managed by the Davao del Norte Provincial Statistical Office.

Majority of them positively described their approval of the speed of existing processes, transactions, and stated their satisfaction towards the staff that attended to them (23.6% and 21.7%). Relatedly, 53.8 percent of them expressed their satisfaction towards fast and very good overall services (Table 2).

Feedback	Percentage	Count
Area/Facilities	0.9%	1
It Was A Great Experience and Comfortable Zone	0.9%	1
Employees	21.7%	23
Friendly Staff	0.9%	1
Very Accommodating Staff	8.5%	9
Very Fast Transaction and Accommodating Staff	12.3%	13
Processes	23.6%	25
Very Fast Transaction	13.2%	14
Smooth and Convenient Process	5.7%	6
Fast Transaction	4.7%	5
Services	53.8%	57
Fast Service	17.0%	18
Good Service	36.8%	39
TOTAL	100%	106

One commendation for the Area/Facilities provided by the CRS Outlet is highlighted, that is it was a great experience on their part and the outlet have such kind of comfortable zone (0.9%).

5. Action Plan matrix from comments of clients.

A summary of actions for implementation were listed based from the feedback of customers.

Table 3. Summary of Feedback, By Action Plan of Responsible Unit of CRS Outlet-Tagum City

Feedback	Action Plan	Responsible Unit
Area/Facilities		
It was a great experience and comfortable zone	Maintains cleanliness and coolness in the work place and area for clients to ensure a con-	PSA & Unisys c/o Outlet Supervisor

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Feedback	Action Plan	Responsible Unit
	<p>ducive outlet for internal and external clients.</p> <p>Maintains orderliness in the Outlet and procedural processes as provided in the posted Citizen's Charter.</p> <p>For wider dissemination about the PSA, provide additional television wider monitor.</p> <p>Provide another monitor to display the que numbers of transacting clients.</p>	
Employees		
Friendly and accommodating Staff	Maintain the regular conduct of short daily meetings with staff with emphasis on dealing with clients and address received concerns/feedbacks.	Outlet Supervisor & Unisys Associates
Processes		
Fast transaction with smooth and convenient processes	<p>Maintains the implementation of processes as provided in the Citizen's Charter of CRS Outlet, and timely delivery of services.</p> <p>Always provide clear instructions.</p>	PSA & Unisys c/o Outlet Supervisor
Services		
Fast and good services	<p>Maintain the implementation of process as provided in the Citizen's Charter of the CRS Outlet.</p> <p>Maintain the orderliness of priority lanes for PWDs, Senior Citizens, Pregnant Women, PhillID holders and frontliners.</p>	PSA & Unisys c/o Outlet Supervisor and Associates

These action plans were formulated and will be implemented on the second quarter of 2023 for enhancement of existing good practices in the CRS Outlet-Tagum City, ensuring gray areas are addressed, as well.

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