



REPUBLIC OF THE PHILIPPINES

**PHILIPPINE STATISTICS AUTHORITY**

PROVINCIAL STATISTICAL OFFICE- DAVAO DEL NORTE

# SPECIAL RELEASE

## **CIVIL REGISTRY SYSTEM (CRS) TAGUM CITY OUTLET RETAINED ITS 100 PERCENT CUSTOMER SATISFACTION FOR FOUR CONSECUTIVE QUARTERS**

Date of Release: 29 June 2023  
Reference No. SRDDN2023-15

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

The CSS questionnaires was implemented continuously for five days on 05-09 June 2023 to the 106 randomly selected customers 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 Tagum City Outlet. 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**

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



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## 1. Demographic Characteristics of Clients

The demographic characteristics of customer-respondents of the CRS Outlet under review revealed that 69 (65.1%) of the total respondents were females, while 37 (34.9%) were males.

The majority of the respondents has an educational attainment belonging to that of a high school graduate, which contributes to 47.2 percent of the total respondents. On the other hand, 8.5 percent of the respondents have elementary education, while 44.3 percent of the respondents have college or higher education (Table 1).

Demographic Profile	Count	Percentage
<b>Sex</b>	<b>106</b>	<b>100.0%</b>
Female	69	65.1%
Male	37	34.9%
<b>Education</b>	<b>106</b>	<b>100.0%</b>
Elementary	9	8.5%
High school	50	47.2%
College or higher	47	44.3%
<b>Work</b>	<b>106</b>	<b>100.0%</b>
Employed	34	32.1%
Unemployed	72	67.9%
<b>Place of Residence</b>	<b>106</b>	<b>100.0%</b>
Within Davao del Norte	68	64.2%
Outside Davao del Norte	38	35.8%

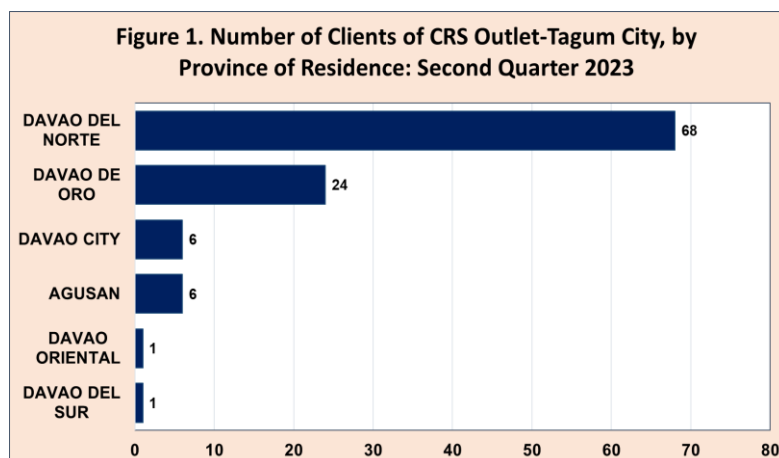


Table 1 and Figure 1 showed that most of the Clients resides in Davao del Norte (64.2%), while 35.8 percent resides outside the province.

Of the thirty five percent (35.8%) of clients residing outside Davao del Norte, 24 were from the province of Davao de Oro, 12 from

Davao City and Agusan, while 2 of the respondents came from Davao del Sur and Davao Oriental.

## 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;

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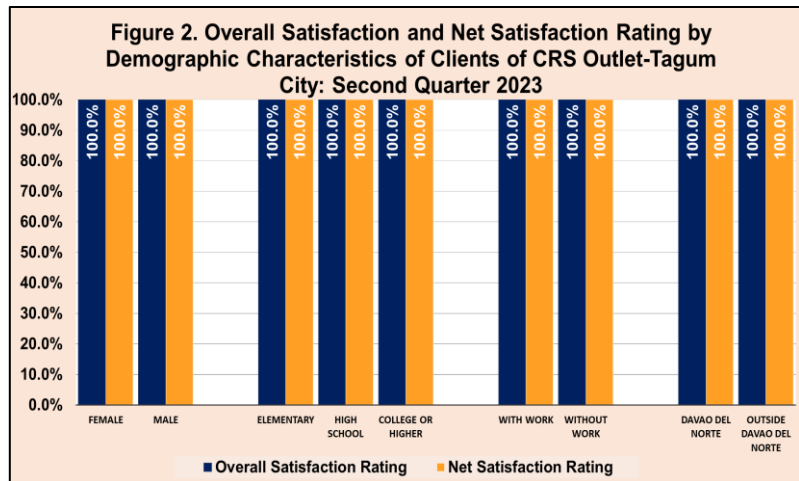
The customer-respondents satisfaction is measured by assessment of the overall satisfaction and net satisfaction of customer on the different categories, as follows:

- 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.

## 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.

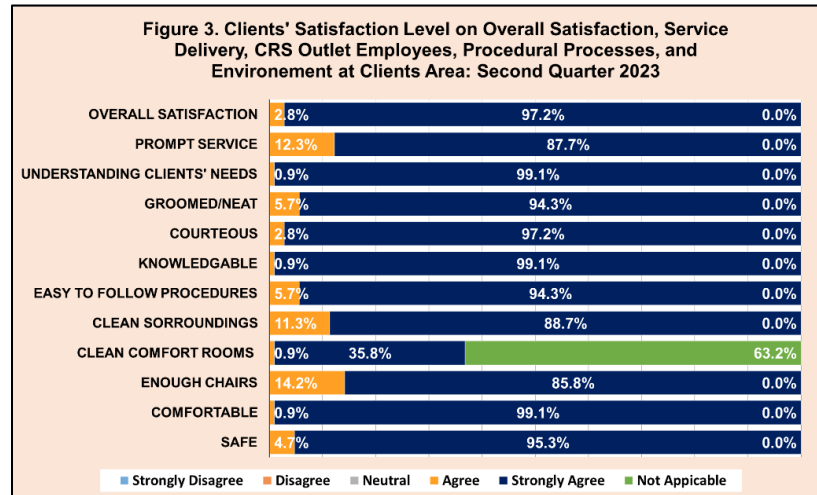
### B. Level of Satisfaction of Clients.

Shown in Figure 3 are 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 such as Understanding Client’s Needs, Knowledgeable Employees, and Comfortable Environment garnered the highest satisfaction rate of 99.1 percent.

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In terms of responses for customer-satisfaction on ‘Clean Comfort Rooms’, 97.4 percent of the 39 applicable responses answered “Strongly Agree”, while 2.6 percent said “Agree”.



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

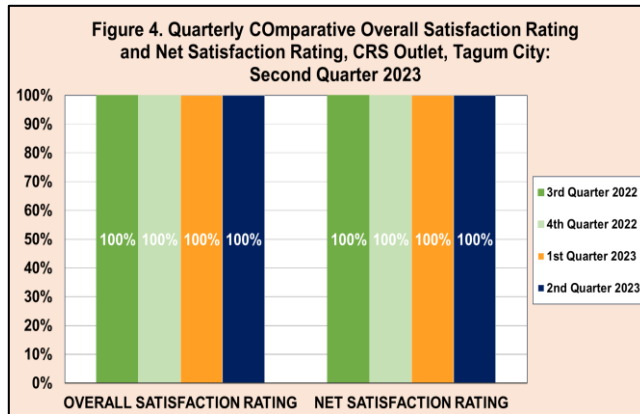


Figure 4 showed the Quarterly Comparative Overall Satisfaction Rating (OSR) and the Net Satisfaction Rating (NSR) of Second Quarter of 2023 from the three previous quarters (3<sup>rd</sup> and 4<sup>th</sup> Quarters of 2022, and 1<sup>st</sup> Quarter of 2023)

The comparison is to determine whether 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.

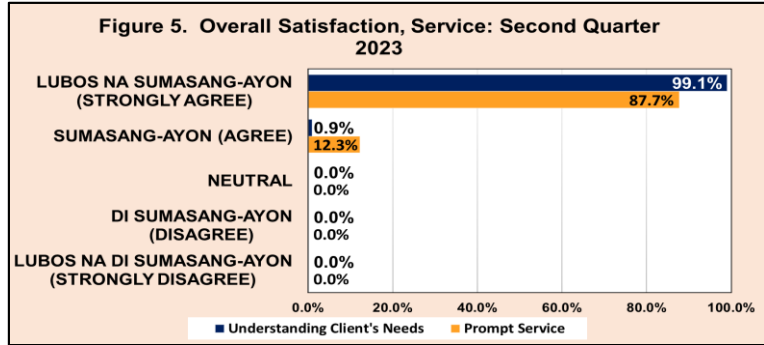
The OSR and NSR for Second Quarter of 2023 showed to retained its 100 percent customer satisfaction for four succeeding quarters where CSS were being conducted.

**2.2. Delivery on civil registration services.**

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

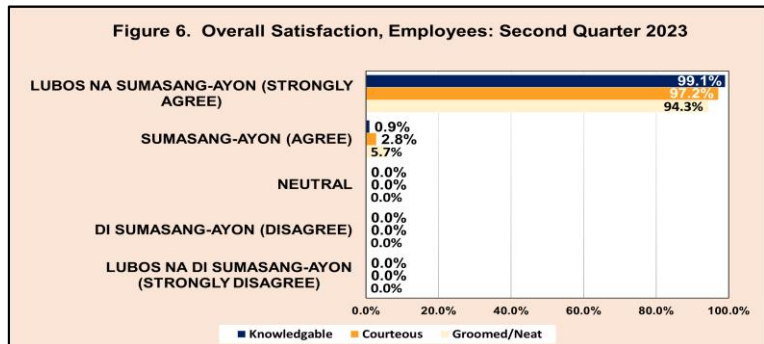
Most of Clients rated “Strongly Agree” that the employees understand their needs (99.1%), and prompt service were likewise delivered (87.7%).



Only few of the customer-respondents replied “Agree” on understanding needs and prompt service, with ratings of 0.9 percent and 12.3 percent, respectively.

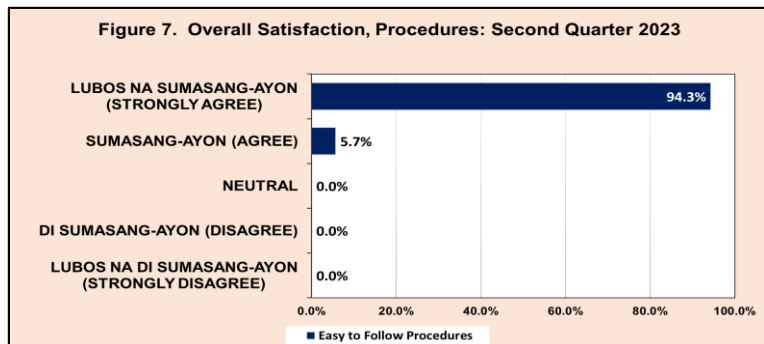
### 2.3. Knowledge, character, and appearance of CRS Outlet employees.

As to the categories on “Knowledgeable, Courteous, and Groomed/Neat”, the customer-respondents rated the employees with “Strongly Agree” with a rating of 99.1 percent, 97.2 percent, and 94.3 percent, respectively.



### 2.4. Procedural Processes.

Figure 7 revealed that customers were very satisfied on the applied procedures at CRS Outlet-Tagum City. The satisfaction of customer-respondents on easy-to-follow procedures has been agreed strongly with a rating of 94.3

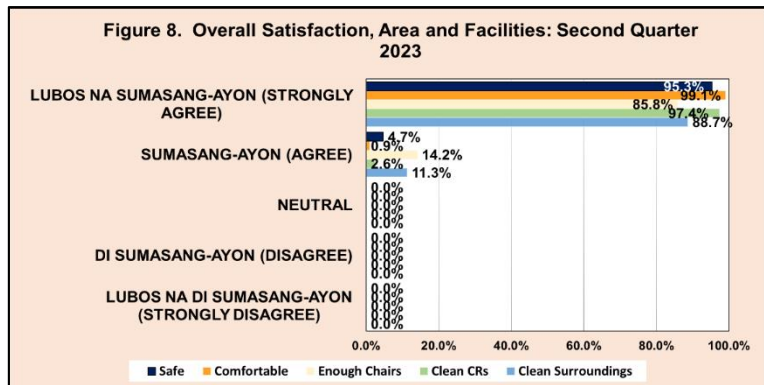


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percent. Only 5.7 percent clients rate “Agree” on the easy-to-follow procedures in the outlet.

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

Most of the customer-respondents replied “Strongly Agree”, on the environment of clients’ area and facility of CRS Outlet. (Figure 8)



Among categories, ‘Comfortable’ had the highest rating of 99.1 percent, followed by ‘Clean CRs’, ‘Safe’ with 97.4 percent and 95.3 percent respectively. ‘Clean Surroundings’ rated 88.7 percent.

Category ‘Enough Chairs’ got the lowest rating among categories rated “Strongly Agree” with a rating of 85.8 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).

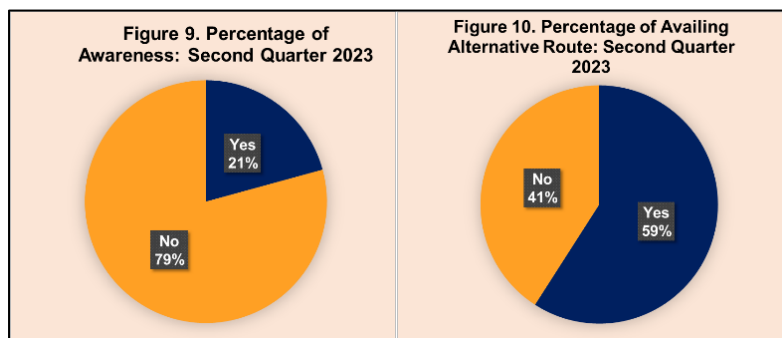


Figure 9 depicted that out of the 106 respondents, only 59 percent answered “Yes” when asked on their awareness of alternative options to request civil registry documents from the Philippine Statistics Authority through the CRS Outlet.

However, only 21 out of the 22 individuals who were aware of existing alternative options availed the options through internet, City/Municipal Civil Registrar, and SM

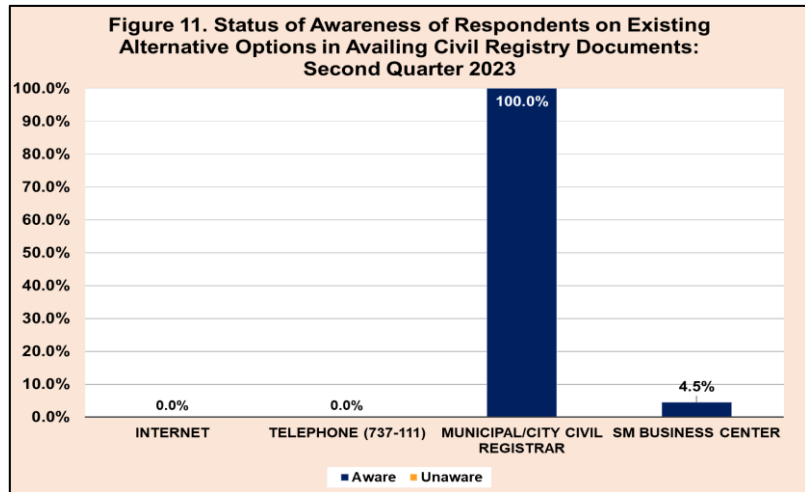


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Business Centers. (Figure 10)

On status of awareness, 22 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 SM Business Center with 4.5 percent.

Figure 11 showed that the respondents that were aware of the option of going to the Municipal/City Civil Registrars as an alternative option also availed of this service and have sent filled-out application form at the M/CCRs.



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 Tagum City Outlet managed by the Provincial Statistical Office- Davao del Norte.

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 (87.7%, 4.7% and 4.7%). (Table 2)

Some areas that were highlighted for improvement are the number of chairs available at the waiting area, which only constitute to 0.9 percent of the responses. Another respondent which was satisfied with the overall services provided by the outlet pointed out that it was somewhat tedious. On the other hand, one commendation for the Area/Facilities provided by the CRS Outlet was highlighted, that the overall experience was worth it (0.9%).

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**Table 2.** Comments, Feedbacks, and Suggestions

<b>Feedback</b>	<b>Count</b>	<b>Percentage</b>
<b>1. Area/Facilities</b>	<b>3</b>	<b>2.8%</b>
Good Service-Crowded Area	1	0.9%
Good Service-Comfortable Environment	1	0.9%
Office Interior	1	0.9%
<b>2. Employees</b>	<b>5</b>	<b>4.7%</b>
Fast Transaction/Service Delivery-Accommodating Staff	2	1.9%
Good Service-Security Guards Also Assists Customers	1	0.9%
Very Good Service-Chairs are Provided	1	0.9%
Very Good Service, Not Enough Chairs at the Waiting Area	1	0.9%
<b>3. Processes</b>	<b>5</b>	<b>4.7%</b>
Fast Transaction/Service, Accommodating Staff	2	1.9%
Good Service, Security Guards Also Assists Customers	1	0.9%
Very Good Service, Chairs are Provided	1	0.9%
Satisfied with the Service, Process is Tedious	1	0.9%
<b>4. Services</b>	<b>93</b>	<b>87.7%</b>
Continue Your Service	1	0.9%
Fast Transaction/Service	16	15.1%
Fast Transaction/Service, Good Service	1	0.9%
Fast Transaction/Service, Very Good Service	2	1.9%
Good Service	16	15.1%
Satisfied with the Service	7	6.6%
Very Good Service Specially to Pregnant Women Like Me	1	0.9%
Very Good Service	29	27.4%
Very Good Service Compared to Davao City Outlet	3	2.8%
Nice Service	1	0.9%
Worth It	1	0.9%
Very Satisfied with the Service	15	14.2%
<b>TOTAL</b>	<b>106</b>	<b>100%</b>



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## 5. Action Plan matrix from comments of clients.

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

Feedback	Action Plan	Responsible Personnel
<b>1. Area/Facilities</b>		
Good Service, Crowded Area	<p>Full implementation of online appointment system.</p> <p>Provide enough time for better information drive on how to avail the online appointment, through Public Advisory posted in conspicuous places inside and outside of the Outlet, any platform of social media, vocal deliveries, and meetings Local Civil Registrars, Provincial Statistics Committee, and other meetings with stakeholders, statistical operations, and among others.</p> <ul style="list-style-type: none"> <li>○ To control the number of walk-in/non-appointment clients on a regular basis;</li> <li>○ To prevent physical contact, and poor hygiene;</li> <li>○ To control the number of clients at the holding area; and</li> <li>○ To provide convenience to clients waiting to be served at the Clients' Area.</li> </ul>	Employees of PSA and Unisys, Security personnel
Office Interior	<p>Maintains the cleanliness of the working and clients' area.</p> <p>Post readable labels for Mom's, Prayer, and Comfort Rooms,</p> <p>Post readable directional signages for clients.</p>	Outlet Manager and Supervisor, Team Lead, Associates, Housekeeping and Security personnel

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Feedback	Action Plan	Responsible Personnel
	<ul style="list-style-type: none"> <li>○ To sustain a conducive workplace;</li> <li>○ To sustain the performance for productivity of employees; and</li> <li>○ To sustain the good health, safety, and well-being of both employees and clients.</li> </ul>	
<b>2. Employees</b>		
Fast Transaction / Service delivery- Accommodating Staff	To go beyond the expected daily output on regular transactions.	Outlet Manager and Supervisor, Team Lead, Associates, Marshalls, Housekeeping and Security personnel
Good Service- Security Guards Assist Customers	<ul style="list-style-type: none"> <li>○ Maintain the daily feed-backings on lapses observed on the implementation of service delivery prior to the start of the operation;</li> <li>○ Continuing consultation on unresolved problems to the while on line of duties;</li> <li>○ Maintain the common goal of satisfaction among customers / external and internal clients;</li> <li>○ Sustains the loyalty to service delivery, and not to the Team Lead, Outlet Supervisor and Manager; and</li> <li>○ Sustain the delivery of effective, efficient and friendly services to clients.</li> </ul>	
Very Good Service- Provision of Chairs	<p>Maintain comfort/comfort among clients while waiting to be served.</p> <ul style="list-style-type: none"> <li>○ Monitor regularly the clients-need of chairs; and</li> <li>○ Utility workers, Marshalls and Security personnel, should</li> </ul>	Utility workers, Marshalls, and Security personnel

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Feedback	Action Plan	Responsible Personnel
	ensure that the number of chairs in both holding and clients' areas are equal to the number of clients.	
Very Good Service- Comfortable Environment	<p>To sustain clean, convenient and friendly environment to clients.</p> <ul style="list-style-type: none"> <li>○ Sustain happy faces with smile, while in face-to-face engagement to all clients through-out the service-time delivery of the day;</li> <li>○ Maintain cleanliness in working and clients' areas, Mom's and Prayer Rooms; and</li> <li>○ Maintain an odor-less comfort rooms in the CRS Outlet.</li> </ul>	Outlet Manager and Supervisor, Team Lead, Associates, Marshalls, Housekeeping and Security personnel
<b>3. Processes</b>		
Fast Transaction /Service Delivery- Accommodating Staff	<ul style="list-style-type: none"> <li>○ Sustain the implementation of processes as provided in the Citizen's Charter of CRS Outlet; and</li> </ul>	Outlet Manager and Supervisor, Team Lead, Associates, Marshalls, Housekeeping and Security personnel
Good Service- Security Guards Also Assists Customers	<ul style="list-style-type: none"> <li>○ Always provides clear instructions on service delivery based on issued memoranda, guidelines, public advisories for customers' satisfaction.</li> </ul>	
<b>4. Services</b>		
Very Good Service	To further improve efficient and convenient services in order to satisfy clients' needs in accordance to the provisions of the Citizen's Charter, issued memoranda, guidelines, public advisories for CRS operations.	Outlet Manager and Supervisor, Team Lead, Associates, Marshalls, Housekeeping and Security personnel

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

Approved for Release:



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