



# SPECIAL RELEASE

## **CIVIL REGISTRY SYSTEM (CRS) OUTLET-TAGUM CITY RETAINED ITS 100 PERCENT CUSTOMER SATISFACTION FOR FIVE CONSECUTIVE QUARTERS: THIRD QUARTER 2023**

Date of Release: 30 September 2023

Reference No. SRDDN2023-19

The Philippine Statistics Authority, Provincial Statistical Office–Davao del Norte (PSA PSO-DavNor) conducted quarterly the Customer Satisfaction Survey (CSS) at its managed CRS Outlet-Tagum City. The CSS is fifth in its series, since the opening of the Outlet on 15 March 2022, and first since the implementation of the Civil Registry System – Information Technology Project (Phase II), or also known as CRS-ITP2.

The CSS questionnaires was implemented continuously for five days on 11-15 September 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 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**



Reference No. : SRDDN2023-19  
 Subject : Civil Registry System (CRS) Outlet- Tagum City Retained Its 100 Percent Customer Satisfaction for Five Consecutive Quarters: Third Quarter 2023  
 Date : 30 September 2023

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

## 1. Demographic Characteristics of Clients

**Table 1. Distribution of clients of CRS Outlet-Tagum City, by Selected Demographic Characteristics: Third Quarter 2024**

Demographic Profile	Count	Percentage
<b>Sex</b>	<b>106</b>	<b>100.0%</b>
Female	72	67.9%
Male	34	32.1%
Not Stated	0	0.0%
<b>Education</b>	<b>106</b>	<b>100.0%</b>
Elementary	6	5.7%
High school	44	41.5%
College or higher	56	52.8%
Not Stated	0	0.0%
<b>Work</b>	<b>106</b>	<b>100.0%</b>
Employed	46	43.4%
Unemployed	60	56.6%
Not Stated	0	0.0%
<b>Place of Residence</b>	<b>106</b>	<b>100.0%</b>
Within Davao del Norte	77	72.6%
Outside Davao del Norte	29	27.4%
Not Stated	0	0.0%

The demographic characteristics of customer-respondents of the CRS Outlet under review revealed that 72 (67.9%) of the total respondents were females, while 34 (32.1%) were males.

The majority of the respondents has are college graduates, which constitutes to 41.5 percent of the total respondents. On the other hand, 41.5 percent of the respondents have high education, while 5.7 percent of the respondents has high school education (Table 1).

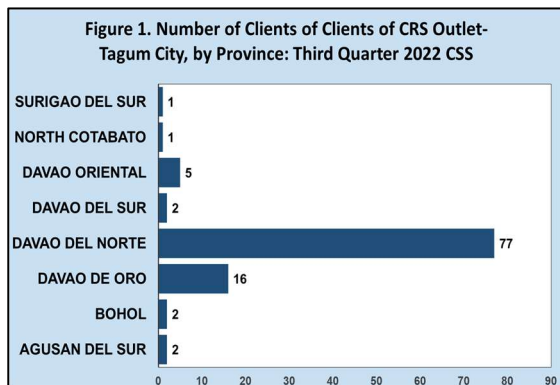


Table 1 and Figure 1 showed that most of the Clients reside in Davao del Norte (77) while 29 resides outside the province.

Of the 29 clients residing outside Davao del Norte, 16 were from the province of Davao de Oro, 5 were from Davao Oriental, 2 from Davao del Sur, while 6 of the respondents were collectively from, Bohol, Agusan del Sur, Surigao del Sur and North Cotabato.

## 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

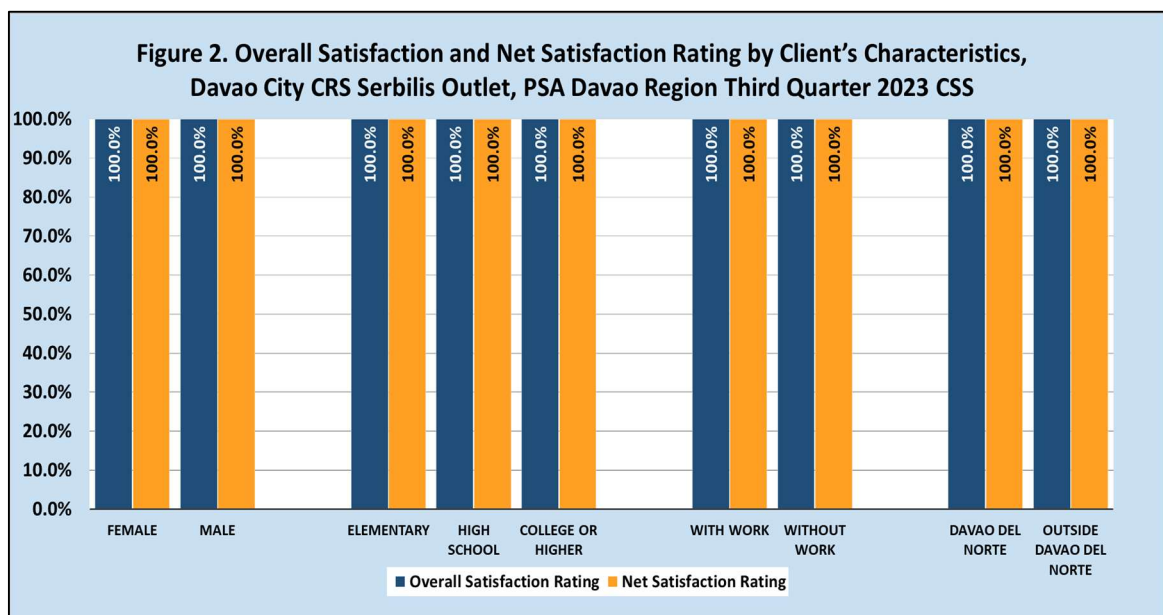
Reference No. : SRDDN2023-19  
 Subject : Civil Registry System (CRS) Outlet- Tagum City Retained Its 100 Percent Customer Satisfaction for Five Consecutive Quarters: Third Quarter 2023  
 Date : 30 September 2023

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. (Figure 2)



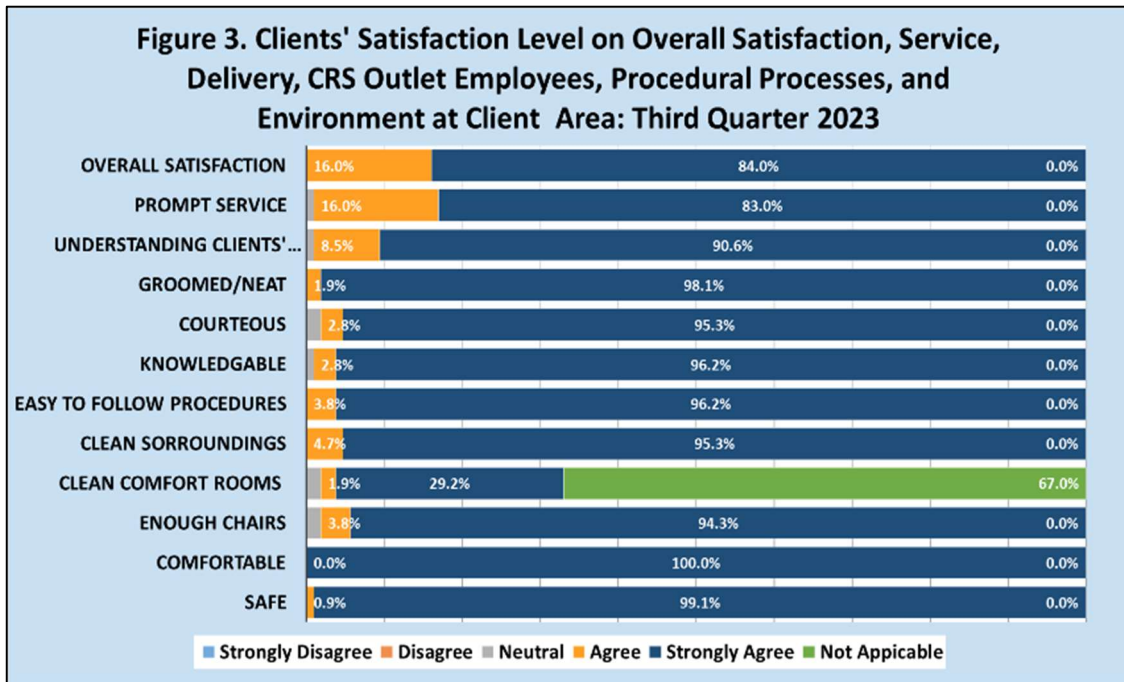
B. Level of Satisfaction of Clients.

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” was 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. The category ‘Comfortable Environment’ garnered the highest satisfaction rate of 100.0 percent, followed by categories, ‘Safe Environment’ at 99.1 percent and ‘Groomed/Neat Employees’ at 98.1 percent.

Reference No. : SRDDN2023-19  
 Subject : Civil Registry System (CRS) Outlet- Tagum City Retained Its 100 Percent Customer Satisfaction for Five Consecutive Quarters: Third Quarter 2023  
 Date : 30 September 2023

In terms of the customer-satisfaction on ‘Clean Comfort Rooms’, only of the 31.1 percent of the responses that are applicable, 31 of these responses were for “Strongly Agree” and while 2 respondent were for “Agree”.



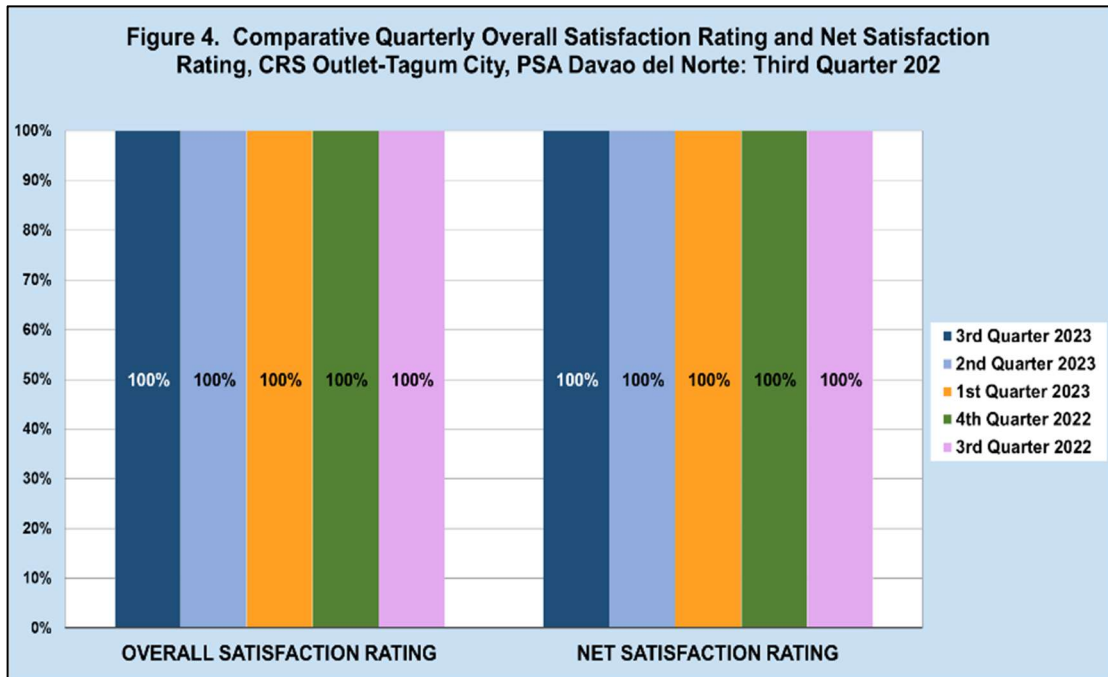
C. Quarterly Comparative Overall Satisfaction Rating (OSR) and Net Satisfaction Rating.

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

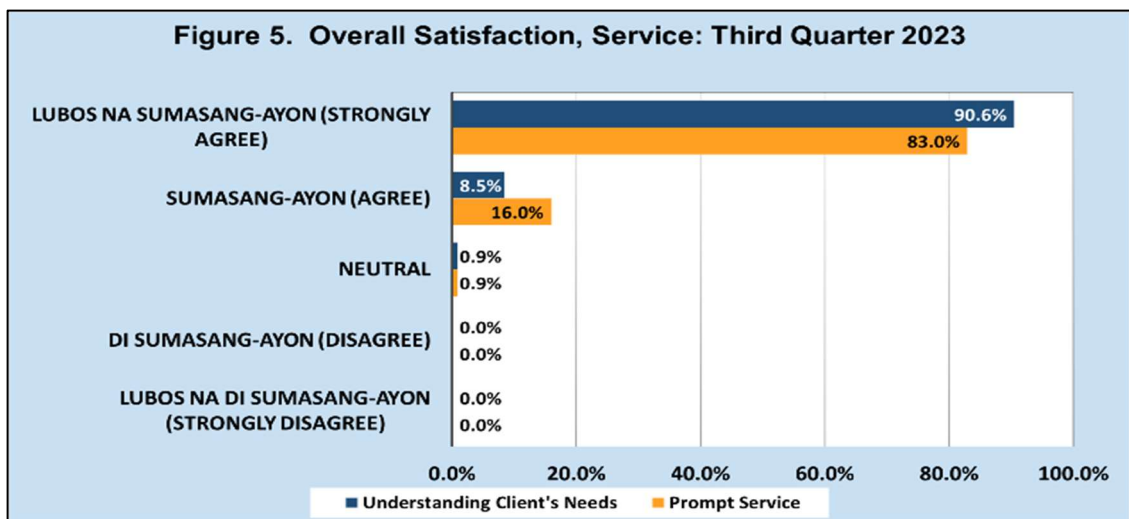
The OSR and NSR of CRS Outlet-Tagum City for Third Quarter of 2023 was shown to be retained at 100 percent. This has been the situation for five succeeding quarters already since the CSS was being conducted.

Reference No. : SRDDN2023-19  
 Subject : Civil Registry System (CRS) Outlet- Tagum City Retained Its 100 Percent Customer Satisfaction for Five Consecutive Quarters: Third Quarter 2023  
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**2.2. Delivery on civil registration services.**

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



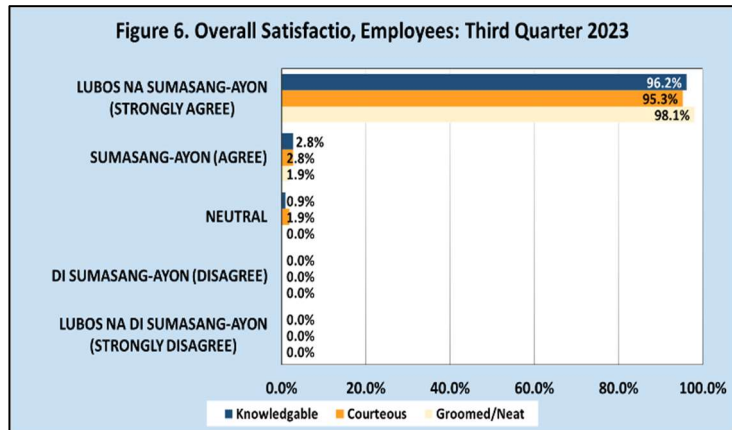
Most of Clients “Strongly Agree” that the employees understand their needs (90.3%), and prompt service were likewise delivered (83.0%).

Reference No. : SRDDN2023-19  
 Subject : Civil Registry System (CRS) Outlet- Tagum City Retained Its 100 Percent Customer Satisfaction for Five Consecutive Quarters: Third Quarter 2023  
 Date : 30 September 2023

Only few of the customer-respondents replied “Agree” on understanding needs and prompt service, with ratings of 8.5 percent and 16.0 percent, respectively.

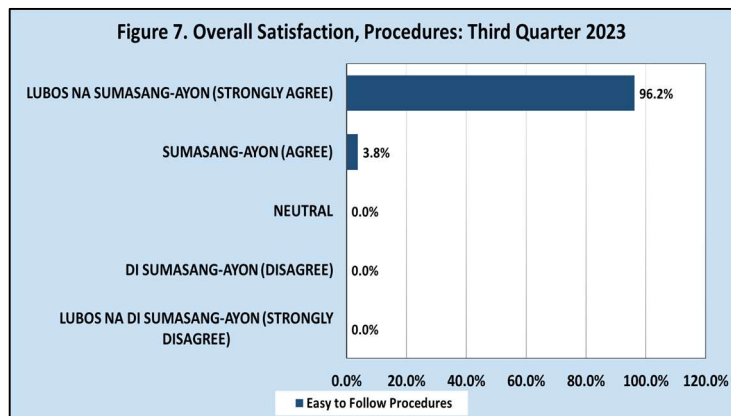
**2.3. Knowledge, character, and appearance of CRS Outlet employees.**

As to the categories on “Knowledgeable, Courteous, and Groomed/Neat Employees”, the customer-respondents rated the CRS Outlet-Tagum City personnel with “Strongly Agree” with a ratings of 96.2 percent, 95.3 percent, and 98.1 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 96.2 percent. Only 3.8 percent of the clients rated “Agree” on the easy-to-follow procedures in the outlet.



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

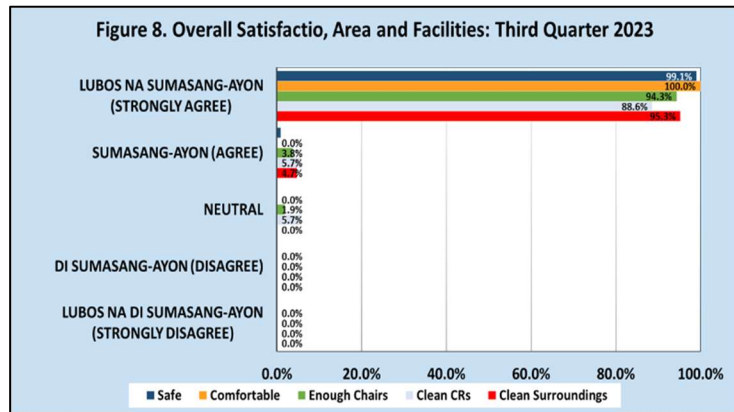
Most of the customer-respondents replied “Strongly Agree”, on the environment of clients’ area and facility of CRS Outlet. (Figure 8).

Reference No. : SRDDN2023-19  
 Subject : Civil Registry System (CRS) Outlet- Tagum City Retained Its 100 Percent Customer Satisfaction for Five Consecutive Quarters: Third Quarter 2023  
 Date : 30 September 2023

Among categories, 'Comfortable' had the highest rating of 100.0 percent, followed by 'Safe' with 99.1 percent and 'Clean Surroundings' at 95.3 percent.

While, 1.9 percent of the respondents felt neutral when asked whether there were enough chairs in the CRS Outlet.

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).

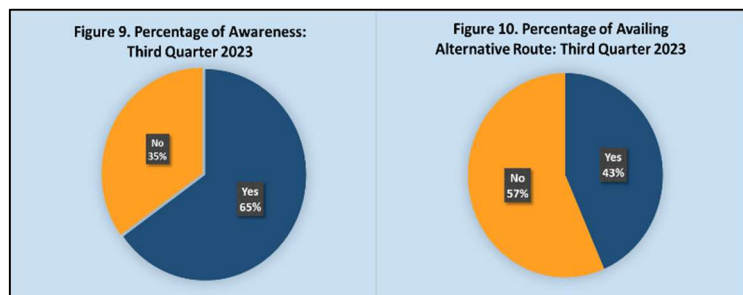


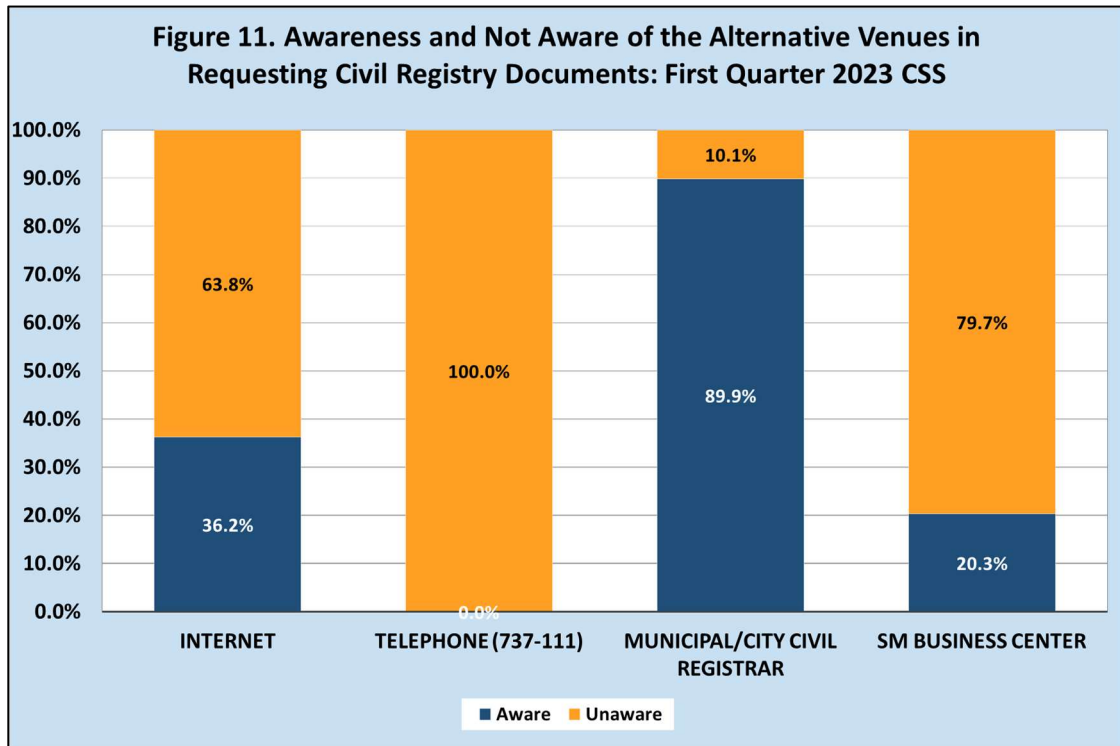
Figure 9 depicted that out of the 106 respondents, only 65 percent answered "Yes" when asked on their awareness of alternative options to request civil registry documents from the Philippine Statistics Authority.

However, only 43 percent of the 69 individuals who were aware of existing alternative options availed the options through internet, City/Municipal Civil Registrar, and SM Business Centers. (Figure 10)

On status of awareness, 25 customer-respondent 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 the 9 individual who knew of the Internet route and lastly, 4 individuals who knew to go the SM Business Center to request for their documents.

Reference No. : SRDDN2023-19  
 Subject : Civil Registry System (CRS) Outlet- Tagum City Retained Its 100 Percent Customer Satisfaction for Five Consecutive Quarters: Third Quarter 2023  
 Date : 30 September 2023

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-respondent articulated their recommendation on which area of the services provided by the CRS Outlet in Tagum City can be improved.

Majority of them recommendations were for the improvement of the Area and Facilities found in the CRS Outlet, i.e., installation of additional signages, and addition of more chairs. (Table 2) A recommendation to add for additional queuing lanes were also cited brought forward.

On the other hand, respondents also expressed their commendation and hoping for the CRS Outlet-Tagum City to continue with their good work.



Reference No. : SRDDN2023-19  
 Subject : Civil Registry System (CRS) Outlet- Tagum City Retained Its 100 Percent Customer Satisfaction for Five Consecutive Quarters: Third Quarter 2023  
 Date : 30 September 2023

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

Feedback	Count	Percent age
<b>Area/Facilities</b>	<b>5</b>	<b>33.33%</b>
Add Additional Chairs and Signage for CRS	1	20.00%
Need Additional Chairs	1	20.00%
Proper Arrangement Outside	1	20.00%
Continue the Good Work. Clean Outside Area	1	20.00%
Fix the Broken Chairs, Noisy Environment	1	20.00%
<b>Employees</b>	<b>2</b>	<b>13.33%</b>
Always Ask Client, to Clarify the Information	1	50.00%
Keep a Well-Mannered Way of Answering Queries	1	50.00%
<b>Processes</b>	<b>3</b>	<b>20.00%</b>
Install Guides for Next Step in the Process for Faster Transactions	1	33.33%
Please Keep A Directory of Related Information	1	33.33%
Ensure Proper Announcement When Documents Will Not Yet Be Release (e.g., CENOMAR)	1	33.33%
<b>Services</b>	<b>5</b>	<b>33.33%</b>
Continue the Good Work	2	40.00%
Add Additional Lanes For Queuing to Speed Up Transactions	3	60.00%
<b>TOTAL</b>	<b>15</b>	<b>100%</b>

## 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 Action Plan Responsible Unit**

Feedback	Action Plan	Responsible Unit
<b>Area/Facilities</b>		
Add Additional Chairs and Signages for CRS	To provide additional chairs in the clients' area and holding area. However, chairs to be provided are only limited considering the existing available space especially in the clients' area with installed queuing	PSA & Unisys c/o Outlet Manager and Outlet Supervisor
Need Additional Chairs		

Reference No. : SRDDN2023-19  
 Subject : Civil Registry System (CRS) Outlet- Tagum City Retained Its 100 Percent Customer Satisfaction for Five Consecutive Quarters: Third Quarter 2023  
 Date : 30 September 2023

Feedback	Action Plan	Responsible Unit
<b>Area/Facilities</b>		
	<p>ticket dispenser, self-service kiosk and the regular line of clients for screening. But designated marshal and security personnel will continue to monitor the queuing process in order to immediately accommodate clients and avoid congestion in the holding area outside the building.</p> <p>On the other hand, other necessary signages will be installed aside from the existing signages in conspicuous areas of the CRS Outlet. Bigger signages of CRS Outlet will be installed at the gate of the outlet to become more visible to clients.</p>	
Proper Arrangement Outside	To monitor and ensure proper physical arrangement of chairs and other provisions in the CRS Outlet. Queuing process will be regularly monitored including proper lines of clients as part of the needed proper arrangement.	Outlet Supervisor, Utility Personnel, Designated Marshal and Security Personnel
Continue the Good Work. Clean Outside Area	To sustain cleanliness in the CRS Outlet premises and ensure its regular monitoring.	Outlet Supervisor and Utility Personnel
Fix the Broken Chairs, Noisy Environment	<p>To fix broken chairs or gang chairs and request for replacement if necessary.</p> <p>On the other hand, signages will be installed as well to remind clients to lower voices and minimize noise.</p>	PSA & Unisys c/o Outlet Manager and Outlet Supervisor
<b>Employees</b>		
Always Ask Client, to Clarify the Information	To conduct refresher on customer service to entire personnel to be reminded of proper ways in dealing with transacting clients scheduled on the last quarter of this year.	Outlet Supervisor, Unisys Associates and security personnel
<b>Keep a Well-Mannered Way</b>		

Reference No. : SRDDN2023-19  
 Subject : Civil Registry System (CRS) Outlet- Tagum City Retained Its 100 Percent Customer Satisfaction for Five Consecutive Quarters: Third Quarter 2023  
 Date : 30 September 2023

<b>of Answering Queries</b>		
<b>Processes</b>		
Install Guides for Next Step in the Process for Faster Transactions	To provide additional Citizen’s Charter in conspicuous places in the CRS Outlet premises.	PSA & Unisys c/o Outlet Manager and Outlet Supervisor
Please Keep a Directory of Related Information	To provide additional signages, if necessary. Signages indicating FAQs and other references are already in place.	PSA Outlet Supervisor
Ensure Proper Announcement When Documents Will Not Be Released (e.g., CENOMAR)	To inform clients ahead during screening that the issuance of CENOMAR/CEMAR will not be released within the day.	PSA Outlet Supervisor & Unisys Designated Screener
<b>Services</b>		
Continue the Good Work	To review and evaluate daily performance of entire team during regular meeting to further improve services.	PSA & Unisys c/o Outlet Supervisor and Associates
Add Additional Lanes for Queuing to Speed Up Transactions	To endorse suggestion for possible additional lanes considering limitations based on Unisys allotment for the CRS Outlet.	PSA & Unisys c/o Outlet Manager and Outlet Supervisor

Overall, the CRS Outlet-Tagum City still maintained its performance with 100% customer satisfaction on services delivered for the 3<sup>rd</sup> Quarter of 2023. Despite this achievement, the Management still commits to continually improve its services to its clients considering the attained rating on service that has to be geared towards excellence.

Approved for Release:

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