



SPECIAL RELEASE

THIRD QUARTER 2022 CUSTOMER SATISFACTION SURVEY: CIVIL REGISTRATION SERVICE SERBILIS OUTLET – TAGUM CITY

Date of Release: 29 September 2022
Reference No. SRDDN2022-029

The Philippine Statistics Authority – Davao del Norte Provincial Statistical Office (PSA Davao del Norte PSO) conducted its first ever Customer Satisfaction Survey (CSS) for the Third Quarter of 2022 at the Civil Registration Service (CRS) Serbilis Outlet-Tagum City. This was conducted continuously to the costumers of CRS Serbilis Outlet for five-day period from 12-16 September 2022. The CSS resulted with 100 percent response rate from 106 randomly selected costumers of the outlet, as customer-respondents.

The result of Third Quarter 2022 CSS marked as another milestone for PSA Davao del Norte PSO in managing the newly opened CRS Serbilis Outlet-Tagum City, since its opening on 15 March 2022.

The CSS was undertaken within the period under review by the staff of the office applying the Computer-Assisted Personal Interview (CAPI). This survey method facilitated the data gathering with simplicity and accuracy. It brought significant impact on consistency of data and completeness of responses during the data gathering, eliminated the in-house data encoding, and enhanced the data validation time.

Primarily, the CSS aims to determine the overall satisfaction of services rendered to customer-respondents at CRS Outlet – Tagum City. The survey intends the following:

1. Determine the demographic profile of the customer-respondents;
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 the existing alternative request options in securing Civil Registry Documents (CRDs);
4. Identify the client’s feedbacks, comments, and suggestion for the formulation of its 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-respondents satisfaction based from its delineated objectives.

1. Demographic Profile of Customer-Respondents

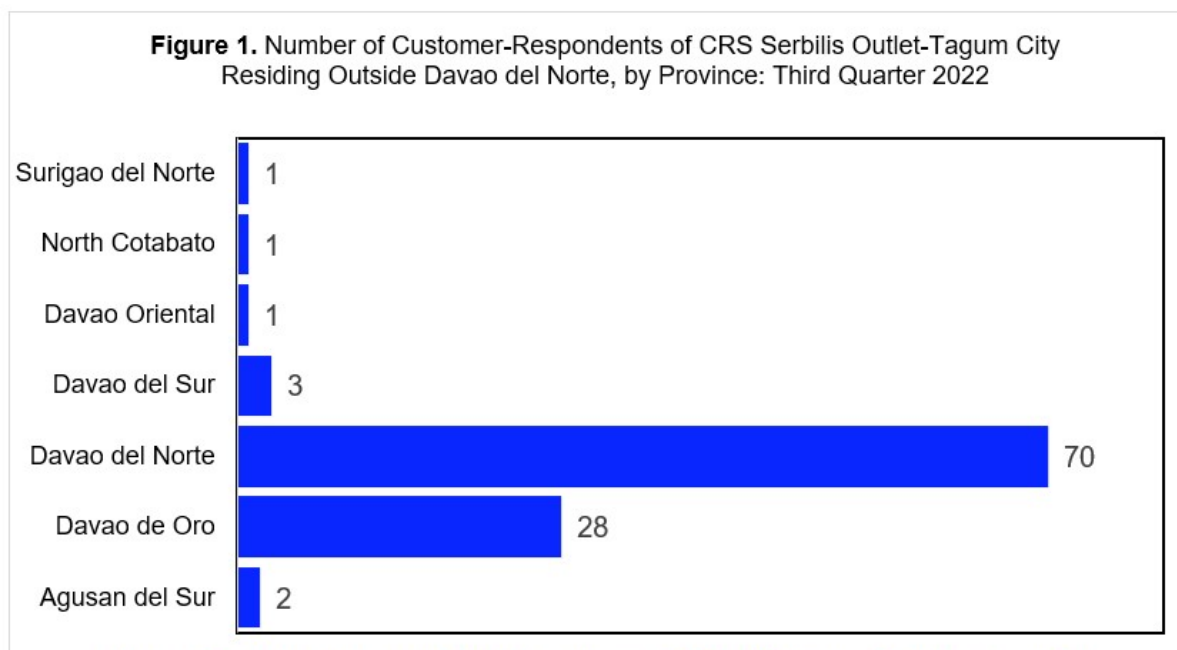
The demographic characteristics of customer-respondents of the CRS Serbilis Outlet under review revealed that 72 (68%) of the total respondents were females, while 34 (32%) were males.

The educational attainment showed that majority of the respondents were college graduate or higher with 58.0 percent, 34.0 percent of the respondents were high school graduates, while 8 percent of the respondents were elementary. (Table 1).

Table 1. Distribution of Customer-Respondents of CRS Serbilis Outlet-Tagum City by Demographic Profile, By Count, and By Percentage: Third Quarter 2022		
Demographic Profile	Count	Percentage
Sex	106	100%
Female	72	68%
Male	34	32%
Education	106	100%
Elementary	9	8%
High school	36	34%
College or higher	61	58%
Work	106	100%
Employed	53	50%
Unemployed	53	50%
Place of Residence	176	100%
Within Davao del Norte	70	40%
Outside Davao del Norte	36	20%
Not Stated	70	40%

Source: Quarterly Customer Satisfaction Survey, PSA CRS Serbilis Outlet – Tagum City

Most of the customer-respondents reside within Davao del Norte (40.0%), 20 percent reside outside the province, while the remaining 40 percent of the respondents has not stated their usual residence.



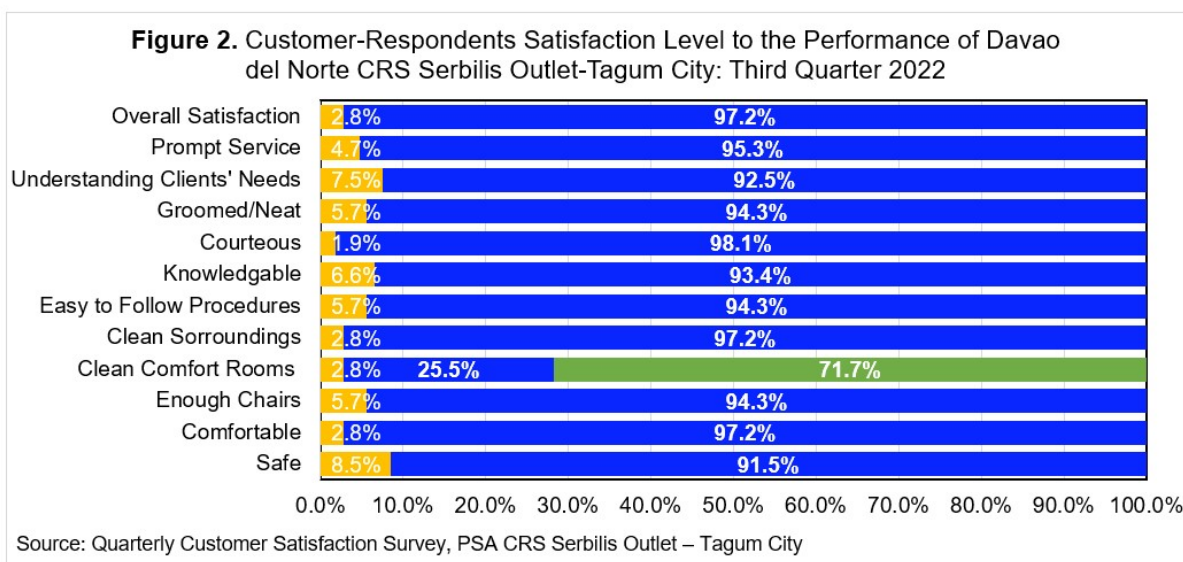
Source: Quarterly Customer Satisfaction Survey, PSA CRS Serbilis Outlet – Tagum City

Of the residence of customer-respondent outside the province, Figure 1 showed that 28 customer-respondents reside in the province of Davao de Oro, 3 from Davao del Sur, while 2 from Agusan del Sur. The provinces of Davao Oriental, North Cotabato, and Surigao del Sur had the very least customer-respondents that availed the services in the outlet.

Customer-respondents Satisfaction Level

The customer-respondents satisfaction is measured through evaluating and assessing the quality and performance of service delivery of employees at CRS Serbilis Outlet-Tagum City. Included likewise in this category are the procedures, area and facilities in the outlet.

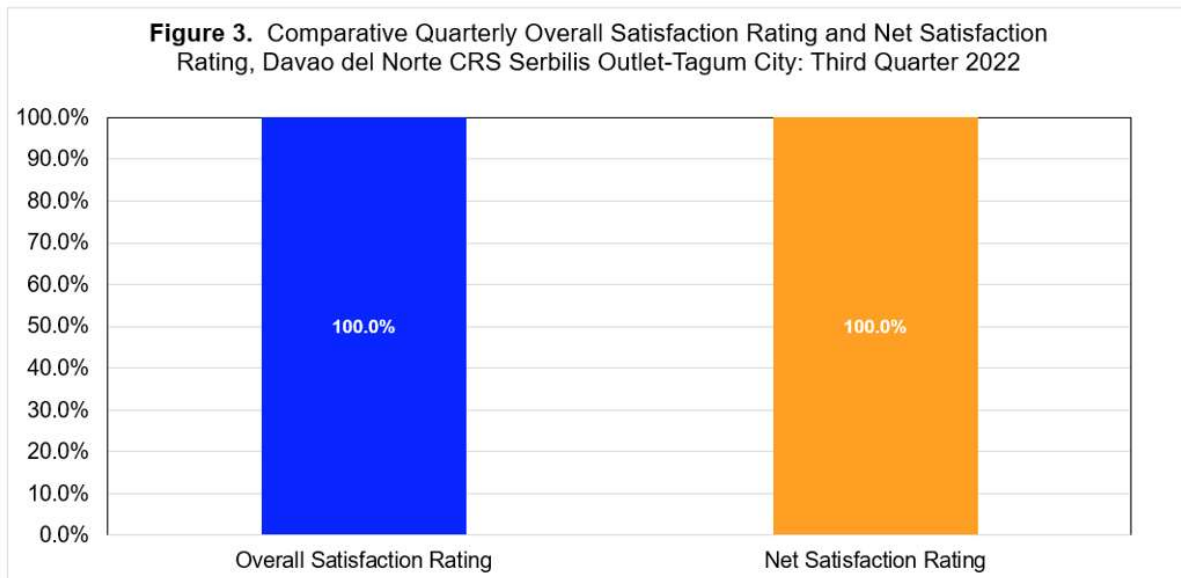
Shown in Figure 2 is the rate of satisfaction with the performance on a scale of 1 to 5 (Strongly Disagree – Strongly Agree).



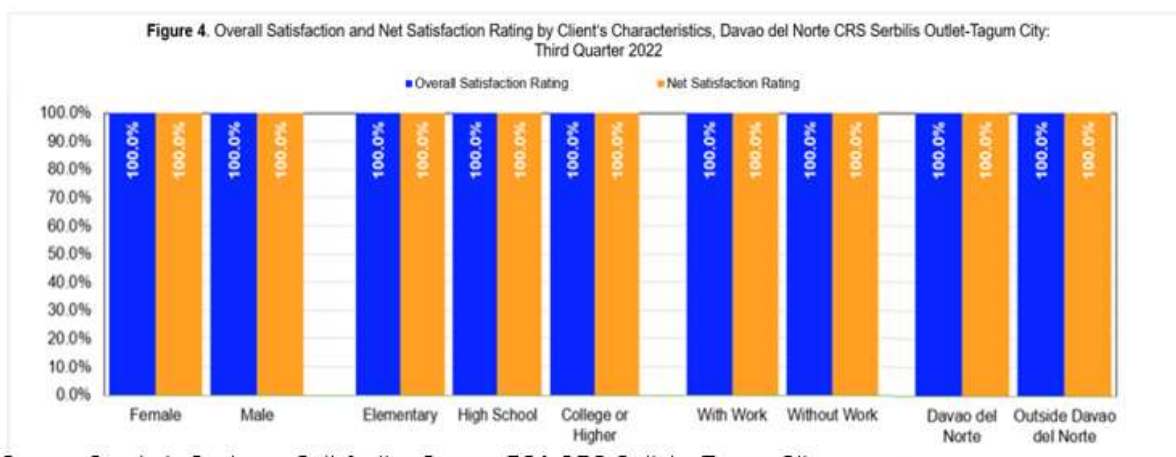
On category of satisfactions, “Strongly Agree” were shown with highest rating in most categories, which could be interpreted that majority of the customer-respondents were satisfied. Among these categories, courteousness of the employees has garnered the highest percentage point (98.1%).

Albeit the number 71.7 percent of responses was not applicable for cleanliness of comfort rooms. All of the responses have agree ratings.

Figure 3 displays the Overall Satisfaction Rating (OSR) and the Net Satisfaction Rating (NSR) in the Third Quarter of 2022. The OSR and NSR for the reference quarter is at 100.0 percent. This is also true across the client’s characteristics in Figure 4.



Source: Quarterly Customer Satisfaction Survey, PSA CRS Serbilis Outlet – Tagum City



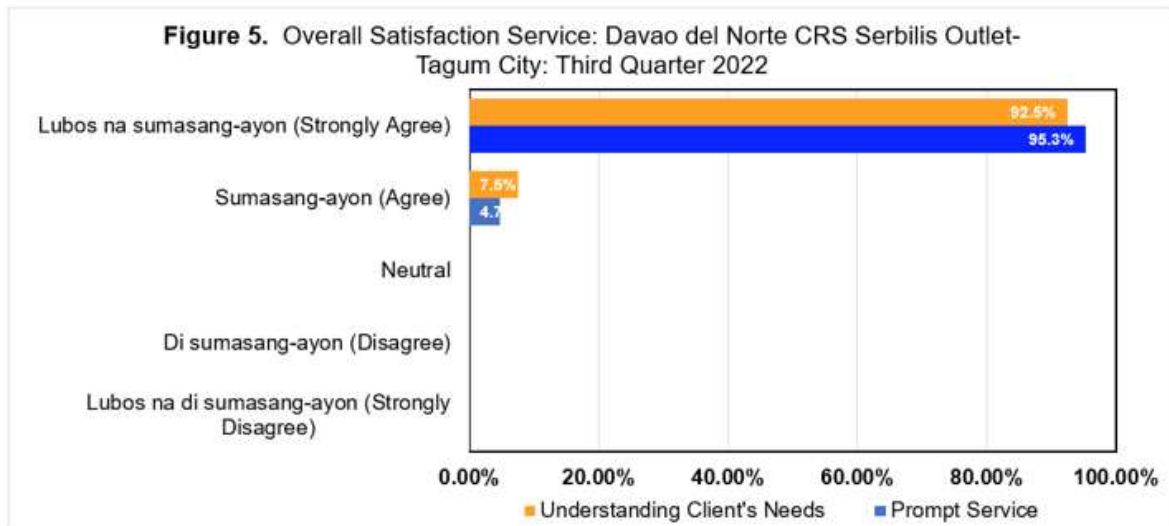
Source: Quarterly Customer Satisfaction Survey, PSA CRS Outlet – Tagum City

Across sexes, males and females figured a rating of 100.0 percent of their OSR and NSR.

Likewise, a 100.0 percent were obtained from customer-respondents regardless of their educational attainment, work status and residence.

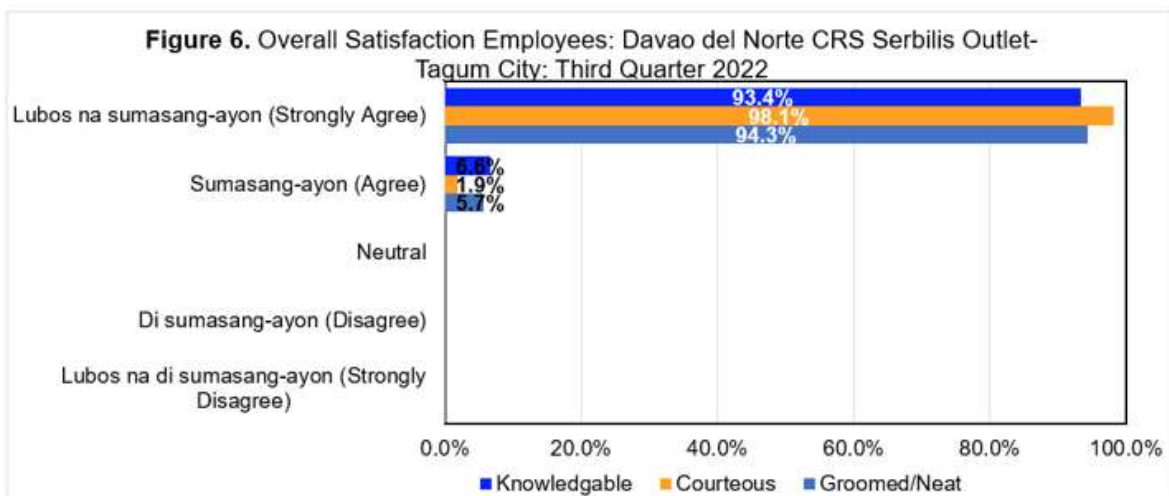
The overall satisfaction rating of customer-respondents in Figure 5 showed that most of them “Strongly Agree” that the employees understand their needs (92.5%), and prompt service were delivered to them (95.3%).

Only few of the customer-respondents replied “Agree” on understanding needs and prompt service with ratings of 7.5 percent and 4.7 percent, respectively.



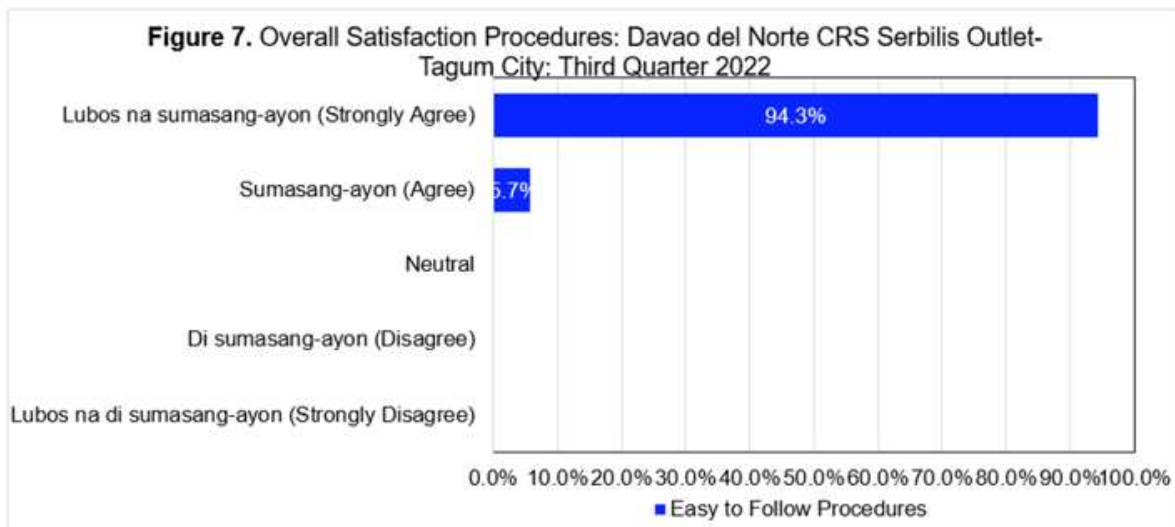
Source: Quarterly Customer Satisfaction Survey, PSA CRS Outlet – Tagum City

As to the categories on “knowledgeable, Courteous, and Groomed/Net”, the customer-respondents rated the employees with “Strongly Agree” with ratings of 93.4 percent, 98.1 percent, and 94.3 percent, respectively. (Figure 6).



Source: Quarterly Customer Satisfaction Survey, PSA CRS Outlet – Tagum City

Figure 7 revealed that customer-respondents were very satisfied on the applied procedures at CRS Serbilis Outlet-Tagum City. The easy-to-follow procedures has been agreed strongly with a rating of 94.3 percent. Only 5.7 percent “Agree” on the easy-to-follow procedures in the outlet.

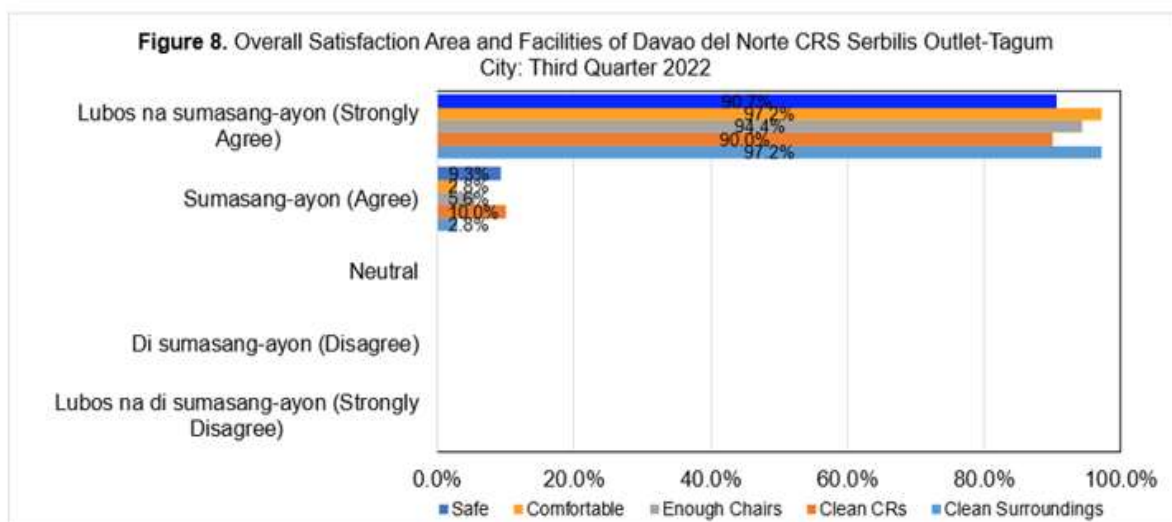


Source: Quarterly Customer Satisfaction Survey, PSA CRS Outlet – Tagum City

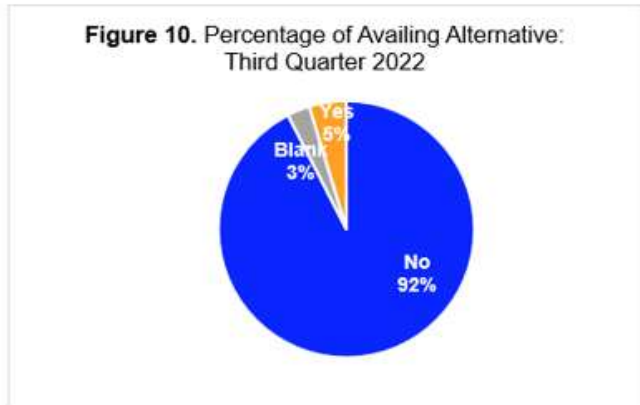
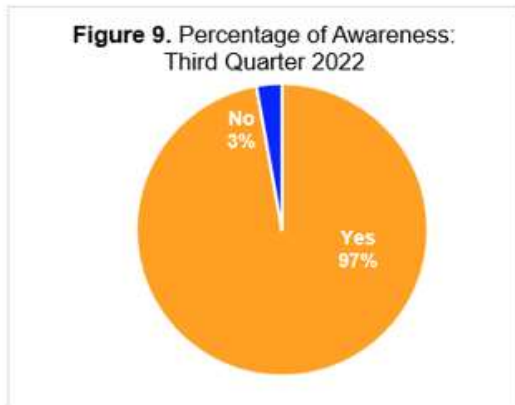
Most of the customer-respondents replied with high regard that the facilities of the outlet have “Clean Surroundings” and “Comfortable” with “Strongly Agree” rating of 97.2 percent to both categories.

Categories rated with “Strongly Agree” were “Enough Chairs” (94.4%), “Safe” (90.7%), and “Clean CRs” (90.0%).

At the very least, categories with same “Agree” rating were “Safe” and “Comfortable” at 2.8 percent (Figure 8).



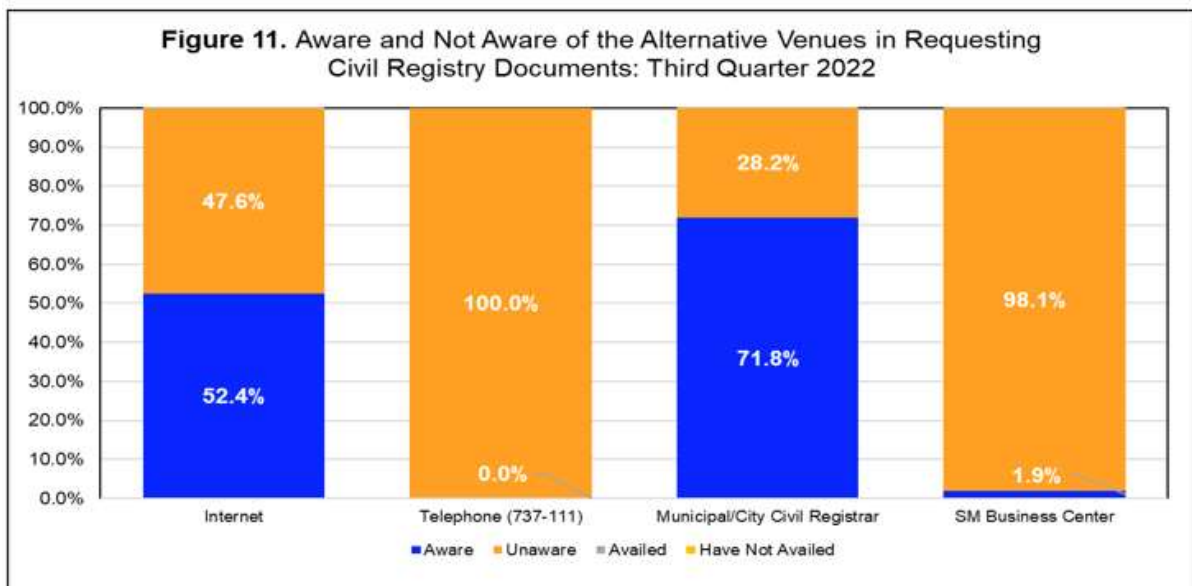
Source: Quarterly Customer Satisfaction Survey, PSA CRS Outlet – Tagum City



Source: Quarterly Customer Satisfaction Survey, PSA CRS Outlet – Tagum City

As part of the survey’s goal, CSS also obtained the awareness of the respondents on ways of acquiring civil registry documents. It was found out that 97.0 percent of the respondents were aware of other ways of acquiring civil registry documents. Figure 9 shows that the respondents were more aware of using online route or the internet in acquiring the civil registry documents.

Figure 10 depicted that out of the 103 individuals or 92 percent of all respondents who answered “Yes” were aware of other alternative request routes. However, only 5 percent of them (5 individuals) availed either of these routes, i.e., internet, Municipal/City Civil Registrar, and SM Business Centers.



Source: Quarterly Customer Satisfaction Survey, PSA CRS Outlet – Tagum City

Further, 71.8 percent of customer-respondents were aware that Municipal/City Civil Registrars are alternative venues on requesting civil registry documents. This is followed by the internet with 52.4 percent and SM Business Center with 1.9 percent.

On the other hand, none of the respondents know that they can also acquire civil registry documents by telephone request using the 737-111 line.

Customer Feedback, Comments, and Suggestions

Most of the customer-respondents expressed their satisfaction and commendation towards the services that they were provided with, while transacting in Davao del Norte CRS Serbilis Outlet-Tagum City. Majority of them positively described their approval of the existing processes, services, and stated their satisfaction towards the staff that attended to them. Relatedly, 64.2 percent of them expressed their satisfaction towards, faster process, convenient services, very good overall services and procedures, and accommodating personnel. (Table 2)

One suggestion Area/Facilities category a need for proper distance between chairs (0.9%).

Table 2. Comments, Feedbacks, and Suggestions	
Feedback	Percentage
Satisfied	80.2%
Satisfied With the Faster Process	9.4%
Satisfied With Faster Process and Convenient Services	0.9%
Satisfied with Very Good Overall Services and Procedures	48.1%
Satisfied With Faster Process and Accommodating Personnel	5.7%
Satisfied With the Service	16.0%
Area/Facilities	1.9%
Efficient and Clean Surroundings	0.9%
Chairs Should Be Placed with Proper Distancing	0.9%
Employees	12.3%
Active Staff	0.9%
Accommodating Staff	11.3%
Service	5.7%
Procedures Are Easy to Follow	3.8%
Convenient Services	1.9%
None	0.0%
GRAND TOTAL	100.0%

Note: The percentages may not add up to 100% due to rounding of values.

A summary of action plan was developed by the office based on the identified third quarter customer feedback.

These action plans were formulated and will be implemented on the fourth quarter of 2022 for enhancement of existing good practices in the outlet ensuring gray areas are addressed as well. (Table 3)

Table 3. Summary of Feedback with Action Plan and Responsible Unit

Feedback	Action Plan	Responsible Unit
Satisfied		
Satisfied With the Faster Process	Maintain procedures with clear instructions and further improve delivery time on services based on the Citizen’s Charter.	Outlet Supervisor & Team Leader
Satisfied With Faster Process and Convenient Services		
Satisfied with Very Good Overall Services and Procedures		
Satisfied With Faster Process and Accommodating Personnel	Conduct of daily orientation of personnel and review of feedbacks to ensure proper accommodation of clients.	Outlet Supervisor & Team Leader
Satisfied With the Service	Ensure compliance with the procedures stated on the Citizen’s Charter.	Outlet Supervisor and staff
Area/Facilities		
Efficient and Clean Surroundings	Maintain present practice through frequent cleaning and sanitation with regular monitoring.	Outlet Supervisor & Utility Personnel
Chairs Should Be Placed with Proper Distancing	Installation of signages on seats not allowed to be used on gang chairs to ensure safe distance with regular monitoring of compliance through assigned security personnel.	Outlet Supervisor & Guard on-duty

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Employees		
Active Staff	Daily conduct of evaluation of staff performance based on previous day of operations.	Outlet Supervisor & Team Leader
Accommodating Staff		
Service		
Procedures Are Easy to Follow	Ensure compliance with the procedures stated on the Citizen's Charter. Proposed installation of monitor for infomercials as reference for clients and translation of Citizen's charter in vernacular as easy reference for clients.	Outlet Supervisor and staff
Convenient Services	Considers walk-in clients, acceptance of requests through BREQS and implementation on providing special lane for PhilID cardholders	

Approved for Release:

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