CITIZEN/CLIENT SATISFACTION SURVEY[1]

I. Rationale

The AO25 IATF aims to continually achieve a government-wide improvement through seamless public service delivery. In achieving this, service quality standards in delivering critical services, doing business with the government, industries, various sectors, and the citizens must be institutionalized across all government agencies.

Measuring and reporting the satisfaction level of citizens/clients that were served in FY 2020 is vital in ensuring that these standards are attained. For FY 2020 PBB, departments/agencies should report the fulfillment of their services through a **Citizen/Client Satisfaction Survey (CCSS)** report. This shall generate verifiable data and tangible evidence to assist agencies determine the effectiveness of implemented streamlining and process improvements through identified indicators or service dimensions that were identified by the agencies and citizens/clients they serve.

II. Guide in conducting the Citizen/Client Satisfaction Survey

Departments/agencies are encouraged to observe the following procedures in conducting the CCSS:

1. **Data Gathering Methodology**
   The agency should select the data collection methodology/ies deemed as the most efficient and effective way of gathering citizen/client feedback.

2. **Respondents Criteria**
   The set characteristic of the respondent/s must be clearly identified by the departments/agencies to properly represent the citizens/clients served for each service, and to collect accurate data.

3. **Survey Sampling Coverage**
   Departments/agencies should ensure that the sampling coverage of the CCSS would best represent the total population of its citizens/clients served for each service. It is important to note that the sampling frame should be able to accurately capture all units in the target population to avoid under coverage and/or over coverage. The total sample respondents will be compared with the data on the total citizens/clients served provided by the agency for statistical comparability.

4. **Sampling Procedure**
   A systematic random sampling is the preferred sampling procedure. Due to budget and time constraints, departments/agencies may set a limit on the sample size of the CCSS.

5. **Survey Instrument/Questionnaire**
   Departments/agencies should develop survey instruments fit for each of its services. A lean and harmonized measurement tool for citizen/client satisfaction may be used. Government agencies can customize their tool for relevance and effectiveness and for measuring the

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[1] *Clarification on the issued Annex 4 of the AO 25 IATF's Memorandum Circular No. 2020-1.*

satisfaction level and progress over time to sustain continuous organizational and service delivery improvement.

5.1 Service Quality Dimensions

The CCSS must capture the total citizen/client experience, expectations, and satisfaction in the delivered public service with the following service quality dimensions:

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

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

c. **Access & 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, understanding citizen/client needs, helpfulness, and good work relationships.

h. **Outcome** – the extent of achieving outcomes or realizing the intended benefits of government services.

5.2 Rating Scale

For a deeper understanding of citizen/client perception of agency services, the departments/agencies may opt to include questions pertaining to the importance of attributes or agreements to statements. A **5-point Likert scale** is recommended to be used depending on the question/s asked. Here are some sample scales:

Table 1:

Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied
1	2	3	4	5

Table 2:

Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1	2	3	4	5

Table 3:

Not at all important	Slightly important	Moderately important	Important	Very important
1	2	3	4	5

Table 4:

Not at all effective	Slightly effective	Moderately effective	Very effective	Extremely effective
1	2	3	4	5

6. Data Analysis

The results of the survey shall be analyzed by service, and by applicable service quality dimensions. Departments/agencies shall also report the **overall agency rating in the service quality dimensions** and the **overall agency citizen/client satisfaction score**.

Service Quality Dimension	Score by Critical Service	Score in All Services
1. Responsiveness		
2. Reliability (Quality)		
3. Access & Facilities		
4. Communication		
5. Costs		
6. Integrity		
7. Assurance		
8. Outcome		
Overall Score		

Other segments that may be included in the analysis are:
- By type of citizen/client served:
  - General Public
  - Government Employees
  - Businesses/Organizations
- By area (depending on the area coverage):
  - Total Luzon
  - Total Visayas
  - Total Mindanao
- By region/field office
- Respondent profile
  - Gender
  - Age/Age Group

Service improvement shall also be drawn from the results of the survey and an appropriate action plan should be identified. Furthermore, the results of the 2020 survey should be compared to the CCSS results of 2019 for continuity, as appropriate.

III.   Reporting of the CCSS Results and the Agency Best Practice

1. Report on CCSS Results

Departments/agencies must submit the CCSS report following this outline:

   a. Description of the methodology of the CCSS used for each reported service
      1. Respondents Criteria
      2. Survey Sampling Coverage
      3. Sampling Procedure
      4. Survey Instrument/Questionnaire
   b. Results of the CCSS for FY 2020
      (include a sample of the feedback/survey form used)
   c. Results of Agency Action Plan reported in FY 2019 PBB
   d. Continuous Agency Improvement Plan for FY 2021

2. Agency Best Practice Report

In further incentivizing excellence among national government agencies, the AO25 would like to track and recognize best practices implemented in the government. The showcase of these best practices would not only highlight the efforts of the agencies in making their services better, but would also contribute in assisting and influencing other agencies to develop similar initiatives which could be implemented, replicated, and/or enhanced.

For FY 2020 PBB, departments/agencies are required to submit one (1) best practice in service quality or productivity conducted in FY 2020 which represents any of the following thematic areas:

- **Citizen-centric services** – practices that enhance total citizen/client experience in availing frontline services through streamlined processes, ease of access, quick turnaround time, value for money, and the like.
- **Digitization** – systems, procedures, and processes that maximize the use of ICT and digital technology to allow online and contactless transactions with the public, raise internal efficiency, use of big data and analytics for decision-making, and the like.
- **Smart regulation** – practices that reduce red tape, minimize if not totally eliminate the regulatory burden on the part of the business, minimize if not totally eliminate administrative burden or the cost to enforce regulations.
- **Performance excellence** – organizational practices carried out to heighten individual productivity and promote performance/service excellence.
- **Other innovations** – innovative policies, programs, service delivery, management approaches.

Departments/agencies must submit the Agency Best Practice report following this outline:

   a. Brief description of the agency best practice
      - *Why was it introduced?*
   b. Implementation of the agency best practice
      - *When was it implemented?*
      - *Who implemented it?*
   c. Results of the agency best practice implementation
      - *Who benefitted from it?*