



**Client Satisfaction Measurement
(CSM) Report
2023**

Consolidated Report

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III. OVERVIEW

Pili Water District, as an essential utility provider recognizes its vital role in the community. As part of its mandate, we are committed to excellence in delivering its services. With this, the District ensures the ease of transaction through standardization of services, digitization, and continuous process improvement.

In adherence to the Anti-Red Tape Committee (ARTA) MC No. 2023-05, the District administered its Client Satisfaction Survey in all of its External Services to measure the level of satisfaction of customers. This mechanism ensures that all the statutory requirements set by Republic Act No. 11031 otherwise known as the Ease of Doing Business Act of 2018 are implemented. This survey aims to identify improvement areas which shall be the basis of its plans and programs.

IV. SCOPE

A. PERIOD COVERED

- The survey covers the period of January 2023 to December 2023.

B. GEOGRAPHIC AND OFFICE COVERAGE

- This survey covers all the concessionaires of the District within the Service Area of the District composed of 25 barangays within the municipality of Pili and 4 barangays in the adjacent municipalities of Ocampo, Bula, and Milaor.

C. LIST OF SERVICES SURVEYED

	EXTERNAL SERVICES	RESPONSES	TOTAL TRANSACTIONS
1	Application for New Service Connection	257	778
2	Senior Citizen Discount Application	53	61
3	ChangeRegistration/ Account Name	71	87
4	Collection of Water Bills Payment and Other Fees	382	63,730
5	Inspection of Service Connection due to Abnormal/ High Consumption	191	378
6	Inspection/Repair of Service Connection with No Water/ Low Pressure	178	332
7	Inspection/Corrective of Service Connection due to Dirty/Turbid Water	71	87
8	Issuance of Certification	10	10
9	On-site Testing of WM	26	28
10	Other Community Relations Services	3	3

11	Reclassification of Account	26	28
12	Reconnection of Service Connection	353	4,272
13	Refund of payment	6	6
14	Relocation of Water Meter	105	144
15	Repair of Service Connection	290	1,175
16	Application/Request for Extension of Distribution Line	38	42
17	Temporary Disconnection/ Closure of Service Connection	66	80
18	Transfer/Re-Tapping of Service Connection	68	82
19	Water Quality Testing	19	20
20	Application for Vacant Position	118	169
21	Processing of Request to Borrow & Return of Materials/Equipment	5	5
22	Issuance of Check	258	783
23	Payroll Processing (External)	94	124
24	Receipt of other Payments	30	33

The computation of the sampled population was based on the Sample Calculator prescribed by ARTA.

The number of respondents were computed based on the 95% confidence interval with 5% margin of error. The sample population as computed was attained.

V. METHODOLOGY

A. MODE OF SURVEY IMPLEMENTATION

- The data collection method involved the use of pen-and-paper questionnaires distributed to transacting clients within the District. A designated personnel provided the questionnaires to clients after each transaction.

B. SCORING SYSTEM

As prescribed by the Anti-Red Tape Authority, the following scoring system was employed in this survey:

The 8 Service Quality Dimensions (SQD) were scored using the 5-point Likert's Scale:

Scale	Rating
5	Strongly Agree
4	Agree

3	Neither Agree nor Disagree
2	Disagree
1	Strongly Disagree

The Overall score for the 8 SQDs was computed based on the following formula:

$$\text{Overall Score} = \frac{\text{Number of 'Strongly Agree' answers} + \text{Number of 'Agree' answers}}{\text{Total Number of Respondents} - \text{Number of 'N/A' answers}}$$

The interpretation of the results is as follows:

Percentage	Rating
Below 60.0%	Poor
60.0% - 79.9%	Fair
80.0% - 89.9%	Satisfactory
90.0% - 94.9%	Very Satisfactory
95.0% - 100%	Outstanding

VI. DATA AND INTERPRETATION

A. CLIENT DEMOGRAPHIC

The survey results indicated that the majority of the clients served were female (78%), while the remaining 22% were male.

Sex	Percentage
Male	25%
Female	75%

Meanwhile, the majority of clients (96.04%) were citizens, followed by business establishments (3.71%), and government offices (0.26%).

Client type	Percentage
Citizen	89.10%
Business	10.69%
Government	0.21%

B. CITIZEN'S CHARTER RESULT

• Citizen's Charter Awareness

- **77%** of the concessionaires are aware of the established Citizen's Charter and have seen it displayed on the office premises.
- Meanwhile, **17%** answered that they only learned about the Citizen's Charter when they saw it displayed on the office premises.

CC1. Which of the following describes your awareness of the CC?		
1. I know what a CC is and I saw this office's CC	1.903	77%

2. I know what a CC is and I did not see this office's CC	145	6%
3. I learned of the CC only when I saw this office's CC	426	17%
4. I do not know what a CC is and I did not see this office's CC	6	0%

- **Citizen's Charter Visibility**

- **74%** of the respondents answered that the Citizen's Charter displayed at the office premises is easy to see.

CC 2. If aware of CC, would you say that the CC of this office was..?		
1. Easy to see	1,709	74%
2. Somewhat easy to see	437	19%
3. Difficult to see	116	5%
4. Not visible at all	23	1%
5. N/A	29	1%

- **Citizen's Charter Helpfulness**

- **78%** of the respondents said the Citizen's Charter helped them during their transaction.

CC 3. If aware of CC, how much did the CC help you in your transaction?		
1. Helped very much	1852	78%
2. Somewhat helped	361	15%
3. Did not help	152	6%
4. N/A	108	5%

C. SERVICE QUALITY DIMENSION

- Among the eight (8) survey quality dimensions, **Assurance (SQD7)** received the **highest overall percentage** with a rating of **98.85%**. Meanwhile, **Cost (SQD5)** garnered the lowest at **97.23%**.

2023 SERVICE QUALITY DIMENSION

	SERVICE QUALITY DIMENSIONS	STRONGLY AGREE (5)	AGREE (4)	NEITHER AGREE NOR DISAGREE (3)	DISAGREE (2)	DISAGREE (1)	N/A	TOTAL RESPONSES	OVERALL
SQD1	Responsiveness	2316	255	35	1	0	0	2607	98.62%
SQD2	Reliability	2291	268	38	9	0	0	2606	98.20%

SQD3	Access and facilities	2333	240	29	2	0	0	2604	98.81%
SQD4	Communication	1984	575	33	7	0	0	2599	98.46%
SQD5	Costs	1047	285	36	2	0	1241	2611	97.23%
SQD6	Integrity	2364	194	40	3	0	0	2601	98.35%
SQD7	Assurance	2300	277	28	2	0	0	2607	98.85%
SQD8	Outcome	2341	227	32	2	0	0	2602	98.69%
OVERALL		16976	2321	271	28	0	1241	20837	98.47%

Lastly, the overall satisfaction of the respondents was perceived to be **98.35%**, with an adjectival rating of "**Outstanding.**"

SERVICE QUALITY DIMENSIONS	STRONGLY AGREE (5)	AGREE (4)	NEITHER AGREE NOR DISAGREE (3)	DISAGREE (2)	DISAGREE (1)	N/A	TOTAL RESPONSES	OVERALL
SATISFACTION	2099	463	41	1	1	0	2605	98.35%

D. OVERALL SCORE PER SERVICE

The services that garnered the **highest ratings** are the following:

Service	Rating
1. Issuance of Certification	100.00%
2. Other Community Relations Services	100.00%
3. Refund of payment	100.00%
4. Application for Vacant Position	100.00%
5. Processing of Request to Borrow & Return of Materials/Equipment	100.00%

On the other hand, the services with the **lowest ratings** are the following:

Service	Rating
1. Application for Senior Citizen Discount	95.69%
2. Inspection of SC due to Abnormal/ High Consumption	96.81%
3. Inspection/Corrective action due to Dirty Water	96.83%

The services "Inspection of Service SC due to Dirty Water" and "Inspection of Service SC due to Abnormal/High Consumption" address concessionaire complaints, which explains their relatively lower ratings.

OVER-ALL RESULT PER SERVICE

	SERVICE	Responsiveness	Reliability	Access and Facilities	Communication	Cost	Integrity	Assurance	Outcome	Overall	Rank
1	Application for New Service Connection	96.11%	97.67%	97.67%	96.11%	98.44%	98.44%	98.44%	98.44%	97.67%	15
2	Senior Citizen Discount Application	96.23%	96.23%	96.23%	96.23%	n/a	100.00%	92.45%	92.45%	95.69%	24
3	Change Registration/account Name	98.59%	97.18%	98.59%	98.59%	95.77%	95.77%	95.77%	97.18%	97.18%	20
4	Collection of Water Bills Payment ad Other Fees	96.86%	98.43%	98.43%	98.43%	n/a	98.43%	98.69%	98.43%	98.24%	10
5	Inspection of Service Connection due to Abnormal/ High Consumption	100.00%	94.12%	98.82%	97.65%	n/a	95.29%	95.29%	96.47%	96.81%	23
6	Inspection/Repair of Service Connection due with No	100.00%	98.31%	94.38%	99.44%	n/a	94.38%	98.88%	97.19%	97.51%	19
7	Dirty Water/Turbid Water	95.77%	95.77%	97.18%	97.18%	97.18%	97.18%	97.18%	97.18%	96.83%	22
8	Issuance of Certification	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	3
9	Onsite Testing of WM	96.15%	100.00%	96.15%	100.00%	96.15%	100.00%	100.00%	96.15%	98.08%	12
10	Other Community Relations Services	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	3
11	Reclassification of Account	92.31%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	99.04%	9
12	Reconnection of Service Connection	98.88%	95.79%	98.03%	94.66%	98.03%	97.75%	98.88%	98.88%	97.61%	16
13	Refund of payment	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	3
14	Relocation of Water Meter	98.10%	99.05%	99.05%	98.10%	96.19%	96.19%	98.10%	98.10%	97.86%	14
15	Repair of Service Connection	98.97%	97.93%	98.28%	98.28%	96.90%	97.24%	99.31%	98.97%	98.23%	11
16	Application/Request for Extension of Distribution Line	94.74%	97.37%	100.00%	97.37%	n/a	97.37%	97.37%	94.74%	96.99%	21
17	Temporary Disconnection	96.97%	98.48%	96.97%	98.48%	98.48%	96.97%	96.97%	96.97%	97.54%	18
18	Transfer /Re-tapping of Service Connection	97.06%	98.53%	98.53%	98.53%	98.53%	97.06%	98.53%	94.12%	97.61%	17
19	Water Quality Testing	100.00%	100.00%	94.74%	100.00%	94.74%	94.74%	100.00%	100.00%	98.03%	13
20	Application for Vacant Position	100.00%	100.00%	100.00%	100.00%	n/a	100.00%	100.00%	100.00%	100.00%	3
21	Processing of Request to Borrow & Return of Materials/Equipment	100.00%	100.00%	100.00%	100.00%	n/a	100.00%	100.00%	100.00%	100.00%	3
22	Issuance of Check	100.00%	100.00%	99.22%	100.00%	n/a	98.84%	99.22%	98.84%	99.45%	8
23	Payroll Processing (External)	100.00%	100.00%	98.94%	100.00%	n/a	100.00%	100.00%	100.00%	99.85%	6
24	Receipt of other Payments	100.00%	100.00%	96.67%	100.00%	n/a	100.00%	100.00%	100.00%	99.52%	7

VI. RESULTS OF AGENCY ACTION PLAN REPORTED FOR FY 2022

Action Plan	Status
1. Improvement of the Customer Service Area	Implemented
2. Online Services	Included in the District's Management Information Systems Strategic Plan FY '24-'26
3. Provision of Service Vehicle	Purchased
4. Launching of PIWAD Text Alert System	Ongoing Development (1 st Phase-Project Planning) Included in the District's Management Information Systems Strategic Plan FY '24-'26

VI. CONTINUOUS AGENCY IMPROVEMENT PLAN FOR FY 2024

- **Development of Customer Service System**
 - Provide a program that will systematize the structures and procedures in the customer service and maintenance section.
 - Digitize systems and procedures for ease of transaction
- **Renovation/ Improvement of the PIWAD Entrance Lobby**
 - Improve customer experience through the provision of furniture and fixtures such as additional waiting chairs.
 - Installation of PIWAD Tagline's signage.
 - Installation of a canopy to prevent water drizzling in the waiting area during rainy days.
- **Public Relations through Video Production**
 - Enhance customer relations by producing videos to promote the WD and conducting information campaigns through social media and NSC Seminars.
- **Implementation of Customer Service Quick Response Platform**
 - This system aims to provide quick and efficient solutions to customer queries, concerns, and service requests through a QR Code and Google Form accessible to PIWAD's clientele.
- **Improvement of the Multipurpose Hall**
 - Soundproofing of the Multipurpose Hall for improved audio quality during the conduct of the New Service Connection Seminar.
- **Improvement of the Customer Restroom**
 - To support its Gender and Development Program, a restroom is improved to cater to all genders.

VI. ANNEX A

Sample Survey Questionnaire

**REPUBLIC OF THE PHILIPPINES
PILI WATER DISTRICT**

Form No: PWD-CSM-02
January 2022
Rev. 02

HELP US SERVE YOU BETTER!

This Client Satisfaction Measurement (CSM) tracks the customer experience of government offices. Your feedback on your recently concluded transaction will help this office provide a better service. Personal information shared will be kept confidential and you always have the option to not answer this form.

Client type: Citizen Business Government (Employee/another agency)
 Sex: Male Female
 Service Availed: N.S.C.

INSTRUCTIONS: Check mark (✓) your answer to the Citizen's Charter (CC) questions. The Citizen's Charter is an official document that reflects the services of a government agency/office including its requirements, fees, and processing times among others.

CC1 Which of the following best describes your awareness of a CC?
 1. I know what a CC is and I saw this office's CC
 2. I know what a CC is but I did NOT see this office's CC
 3. I learned of the CC only when I saw this office's CC
 4. I do not know what a CC is and I did not see one in this office

CC2 If aware of CC (answered 1-3 in CC1), would you say that the CC of this office was ...?
 1. Easy to see 3. Difficult to see
 2. Somewhat easy to see 4. Not visible at all

CC3 If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?
 1. Helped very much 3. Did not help
 2. Somewhat helped 4. N/A

	1	2	3	4	5	N/A Not Applicable
SQD0. I am satisfied with the service that I availed.						
SQD1. I spent a reasonable amount of time for my transaction.						
SQD2. The office followed the transaction's requirements and steps based on the Citizen's Charter.						
SQD3. The steps (including payment) I needed to do for my transaction were easy and clear.						
SQD4. I easily found information about my transaction from the office or its website.						
SQD5. I paid a reasonable amount of fees for my transaction.						
SQD6. I feel the office was fair to everyone, or "treating passengers", during my transaction.						
SQD7. I was treated courteously by the staff, and (if asked for help) the staff was helpful.						
SQD8. I got what I needed from the government office, or (if denied) denial of request.						

Suggestions on how we can further improve our services (optional):

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