



Republic of the Philippines
Department of Education
Region III
SCHOOLS DIVISION OF PAMPANGA

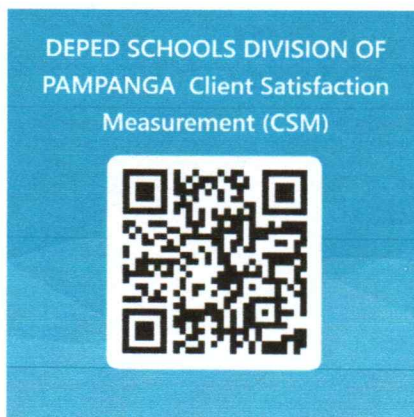
July 13, 2023

DIVISION MEMORANDUM
No. 342 , s. 2023

**IMPLEMENTATION OF THE CUSTOMER SATISFACTION MEASUREMENT (CSM)
FORM PRESCRIBED BY THE ANTI-RED TAPE AUTHORITY**

To: Assistant Schools Division Superintendents
Division Chiefs
Functional Unit Heads
Education Program Supervisors
Public Schools District Supervisors
Public Elementary and Secondary School Heads
Teaching and Non-Teaching Personnel
All Others Concerned

1. Attached herewith is the DM-OUHROD-2023-0930 titled "Implementation of the Client Satisfaction Measurement (CSM) Form Prescribed by the Anti-Red Tape Authority" dated July 10, 2023, which requires all DepEd Office across governance levels to convert its feedback mechanism to the ARTA-prescribed CSM Form and implement the same, effective immediately. The ARTA provided the CSF Form in two formats: printed copy and online.
2. In this regard, all public elementary and secondary schools are directed to adopt the said form in two formats and may seek the assistance of the Division ITO through his email address pampanga.icts@deped.gov.ph on the action needed in implementing the CSF Form.
3. The online CCSS Feedback Form that was previously disseminated will no longer be used. Instead, all feedback from public and private school heads, teaching and non-teaching personnel, and walk-in clients will be directed to a new online feedback form through the Microsoft Form link <https://bit.ly/CSMFpampanga>. Alternatively, you can use a smartphone to access the form through a Q.R. Code.



Address: High School Blvd., Brgy. Lourdes, City of San Fernando (P)
Telephone No.: (045) 435-27-28; Email Address: pampanga@deped.gov.ph





Republic of the Philippines
Department of Education
Region III
SCHOOLS DIVISION OF PAMPANGA


3. While **removal or addition of services and other revisions are not allowed**, a translation to the local language of the template is enjoined. The inclusion or posting of a link/QR code to the online form in email, snail mail, and IEC materials are also highly encouraged to ensure wide dissemination of said form.

4. Also, all schools and functional units shall gather a minimum number of CSM responses based on the ARTA Sample Size Calculator at <https://tinyurl.com/CSMsamplesize>. An annual CSM Results shall be submitted to the Administrative Officer V, who shall then consolidate the results for the Division-wide report to be submitted to the DepEd PAS-PAAC in compliance with RA 11032 and to the PBB eligibility requirements. A Division Memorandum shall be released for the preparation and submission of the said report.

5. Moreover, to ensure continued assistance to the public/clients, the Online Public Assistance Helpdesk (OPAH) is accessible through this link: <https://tinyurl.com/OPAHpamp> or scan the QR Code using your smartphone:

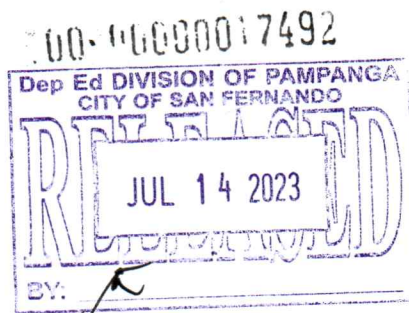


5. For information and wide dissemination.


ROMEO M. ALIP, PhD, CESO V
Schools Division Superintendent

Encl.: As stated

AOAS/07-69-23

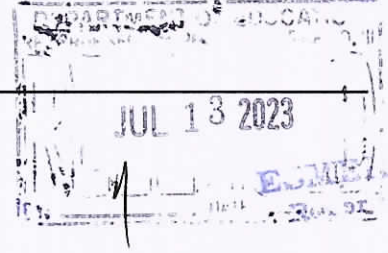


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Republic of the Philippines
Department of Education
REGION III-CENTRAL LUZON



REGIONAL MEMORANDUM
No. 364, s. 2023

**IMPLEMENTATION OF THE CLIENT SATISFACTION MEASUREMENT (CSM)
FORM PRESCRIBED BY THE ANTI-RED TAPE AUTHORITY**

To: Schools Division Superintendents
Public Elementary and Secondary School Heads
Regional Functional Division Chiefs and Unit/Section Heads
All Others Concerned

1. This is to disseminate [DM-OUHROD-2023-0930] Implementation of the Client Satisfaction Measurement (CSM) Form Prescribed by the Anti-Red Tape Authority for proper information and guidance of all concerned.
2. ARTA Memorandum Circular No. 2022-05 titled Guidelines on the Harmonized Client Satisfaction Measurement (Enclosure No. 1) requires all agencies to convert its feedback mechanism to the ARTA-prescribed Client Satisfaction Measurement (CSM) Form for uniform reporting. The harmonized CSM is a survey tool that assesses overall satisfaction and perception after a client avails an external (frontline) or internal service.
3. It is provided in the enclosed Memorandum that **all governance levels in the Department must immediately implement the CSM Form**. The ARTA provided the CSM Form in two formats: printed copy and online.
4. While **the removal/addition of services and other revisions are not allowed**, all governance levels are enjoined to include a translation to the local language of the template provided. The inclusion or posting of a link/QR code to the online form in email, snail mail, IEC materials are also highly encouraged to ensure wide dissemination of said form.
5. For immediate compliance.

For the Regional Director: •


JESSIE L. AMIN, EdD, CESO V
Assistant Regional Director

Encl.: As stated
To be indicated in the Perpetual Index
under the following subjects:
FEEDBACK ARTA
CUSTOMER SATISFACTION
/pau1
R03_ORD_PAU-MEMO-2023-00011/July 13, 2023





Republika ng Pilipinas

Department of Education


OFFICE OF THE UNDERSECRETARY

HUMAN RESOURCE AND ORGANIZATIONAL DEVELOPMENT

MEMORANDUM

DM-OUHROD-2023-0430

TO : UNDERSECRETARIES
ASSISTANT SECRETARIES
BUREAU AND SERVICE DIRECTORS
REGIONAL DIRECTORS
SCHOOLS DIVISION SUPERINTENDENTS
ALL OTHERS CONCERNED

FROM : 
GLORIA JUMAMIL-MERCADO
*Undersecretary for Human Resource and Organizational Development and
DepEd CART Vice Chairperson*

SUBJECT : **IMPLEMENTATION OF THE CLIENT SATISFACTION MEASUREMENT
(CSM) FORM PRESCRIBED BY THE ANTI-RED TAPE AUTHORITY**

DATE : 10 July 2023

Section 20 of Republic Act (RA) No. 11032 or the *Ease of Doing Business and Efficient Government Service Delivery Act of 2018* mandates government agencies to establish a feedback mechanism and incorporate its results to the annual agency report. Rule IV, Section 3(b) of the Implementing Rules and Regulations of the Law likewise requires that agencies embed feedback mechanism and client satisfaction measurement and report results based on guidelines issued by the Anti-Red Tape Authority (ARTA).

In the past years, the Department of Education (DepEd) was able to comply with the abovementioned requirements through the implementation of a DepEd-wide Citizen/Client Satisfaction Survey (CCSS) Form led by the Bureau of Human Resource and Organizational Development–Organization Effectiveness Division (BHROD-OED) and processing of feedback by the Public Affairs Service - Public Assistance Action Center (PAS-PAAC) and its counterparts in the field offices and schools.

However, the issuance of ARTA Memorandum Circular No. 2022-05 titled *Guidelines on the Harmonized Client Satisfaction Measurement* (Enclosure No. 1) **requires all agencies to convert its feedback mechanism to the ARTA-prescribed Client Satisfaction Measurement (CSM) Form for uniform reporting.** The harmonized CSM is a survey tool that assesses overall satisfaction and perception after a client avails an external (frontline) or internal service.

In this regard, this Memorandum is being issued to **immediately implement the CSM Form at all governance levels in the Department.** The ARTA provided the CSM Form in two formats: printed copy and online.

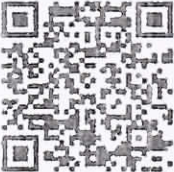

The ARTA CSM Form printed copy (Enclosure No. 2) is print-ready but may be resized before printing. Translation to the local language is highly encouraged; other than that, no other modification is allowed. Enclosure No. 3 contains the Guide to the Dissemination and Use of the DepEd CSM Form.


On the other hand, the online CSM Form template from ARTA was converted into an MS Teams Form by the BHRD-OED, with one online form each for schools, Schools Division Offices (SDOs) and Regional Offices (ROs). The Information Technology Officer (ITO) in ROs and SDOs and ICT Coordinator/personnel in-charge in schools shall be responsible for duplicating and sustaining the online Form at their governance level without affecting the content and conditional logic of the CSM Form template. The schools, SDOs, and ROs may use Google Forms, Microsoft Forms, or any other platform for their online CSM.

For units in the Central Office (CO), the link to the online CSM Forms shall be emailed to your respective offices; with each Form expected to be adopted and maintained by each unit.

The action needed and link to the online CSM Form template per governance level is specified in Table 1 below.

Table 1: Client Satisfaction Measurement per DepEd Governance Level

Governance Level	Action Needed	CSM Form (Online) for duplication and implementation
School	ICT Coordinator / admin in-charge <ol style="list-style-type: none"> 1. collaborate with the ITO on the use and maintenance of the School CSM Form; ensure setting on Form shows "Accept Responses" 2. generate QR code/link for posting in conspicuous places in the school and inclusion in documents, emails, and IEC materials 3. maintain School CSM Form 4. generate School CSM Report/s and forward to concerned office/s 5. submit School CSM results to the Central Office upon request 	https://bit.ly/SchoolCSM 
Schools Division Office	IT Officer in SDO to <ol style="list-style-type: none"> 1. duplicate RO CSM Form and save on SDO drive and change setting to "Accept Responses" 2. generate QR code/link for posting in conspicuous places in the SDO and inclusion in documents, emails, and IEC materials 3. maintain SDO CSM Form 4. generate SDO CSM Report/s and forward to concerned office/s 5. submit SDO CSM results to the Central Office upon request 6. disseminate School CSM Form to schools and assist them in the use and maintenance of said Form 	https://bit.ly/SDOCSM 
Regional Office	IT Officer in RO to <ol style="list-style-type: none"> 1. duplicate CSM Form and save on RO drive and change setting to "Accept Responses" 2. generate QR code/link for posting in conspicuous places in the RO and 	https://bit.ly/ROCSM

	<p>inclusion in documents, emails, and IEC materials</p> <ol style="list-style-type: none"> 3. maintain RO CSM Form 4. generate RO CSM Report/s and forward to concerned office/s 5. submit RO CSM results to the Central Office upon request 6. collaborate with SDOs in using and maintaining their CSM Form 	
Central Office	<p>DepEd CART representative / designated staff per office to</p> <ol style="list-style-type: none"> 1. generate QR code/link for posting in conspicuous places in the CO and inclusion in documents, emails, and IEC materials 2. maintain CSM Form 3. generate CSM Report/s and forward to concerned office/s 4. submit CSM results to the PAAC upon request 	<p>Link and QR code to be emailed separately per CO office. In the meantime, offices may start using the hard copy of the CSM Form.</p>

While the **removal/addition of services and other revisions are not allowed**, all governance levels are enjoined to include a translation to the local language of the template provided. The inclusion or posting of a link/QR code to the online form in email, snail mail, IEC materials are also highly encouraged to ensure wide dissemination of said form.

All schools, SDOs, ROs, and CO units shall gather a minimum number of CSM responses based on the ARTA Sample Size Calculator at <https://tinyurl.com/CSMsamplesize>. Annual CSM results shall be submitted to the PAS-PAAC (not directly to ARTA) who shall then consolidate the results for the DepEd-wide report in compliance to RA 11032 and to the Performance-Based Bonus eligibility requirements. The agency-wide report is due on the last working day of January of every year.

Implementation of this Memorandum is effective immediately.

For more information, please contact the BHROD-OED through email at citizenscharter@deped.gov.ph.

Enclosures: As stated

Control No: _____

ANTI-BIG BROTHER AUTHORITY
CLIENT SATISFACTION MEASUREMENT FORM
FSA Approval No: ARIA-2242-3
Expires on 31 July 2023

(Insert agency logo here) (Insert agency name here)
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 or another agency)

Date: _____ Sex: Male Female Age: _____

Region of residence: _____ Service Aailed: _____

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. (Answer 'N/A' on CC2 and CC3)

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

- 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
 - 2. Somewhat helped
 - 3. Did not help
 - 4. N/A

INSTRUCTIONS:

For SQD 0-8, please put a check mark (✓) on the column that best corresponds to your answer.

	 Strongly Disagree	 Disagree	 Neither Agree nor Disagree	 Agree	 Strongly Agree	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 information provided.						
SQD3. The steps (including payment) I needed to do for my transaction were easy and simple.						
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 " <i>walang palakasan</i> ", 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 was sufficiently explained to me.						

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

Email address (optional): _____

THANK YOU!

Enclosure No. 3 – Guide to the Dissemination and Use of the DepEd CSM Form

Number the forms –
handwritten or stamp

Control No: _____

Stamp/print RO/SDO/CO office
name or School ID & name

NOT FOR SALE
CIVIL SERVICE COMMISSION
154 Aguinaldo Ave., Bldg. 2000-2
Quezon City 1100
Approved on 21 July 2009

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 or another agency)

Date: _____ Sex: Male Female Age: _____

Region of residence: _____ Service Availed: _____

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. (Answer 'N/A' on CC2 and CC3)

CC2 If aware of CC (answered 1-3 in CC1), would you say that the CC of this office was ...?






- 1. Easy to see 4. Not visible at all
- 2. Somewhat easy to see 5. N/A
- 3. Difficult to see

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

INSTRUCTIONS:

For SQD 0-8, please put a check mark (✓) on the column that best corresponds to your answer.

	 Strongly Disagree	 Disagree	 Neither Agree nor Disagree	 Agree	 Strongly Agree	N/A <small>Not Applicable</small>
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 information provided.						
SQD3. The steps (including payment) I needed to do for my transaction were easy and simple.						
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 "walang palakasan", 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 was sufficiently explained to me.						

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

Email address (optional): _____

THANK YOU!

The Form provided by ARTA is print-ready but can be re-typed. No revisions allowed on the ARTA CSM Form other than the ones specified on this guide.

Questions on the Citizen's Charter:

For offices with services declared in the Citizen's Charter – leave this as is.

Otherwise, cross this out.

Translation to the local language is allowed.

Form can be resized as long it is still readable.

Recycled paper can also be used only if the reverse side does not contain sensitive and/or confidential information.



MEMORANDUM CIRCULAR NO. 2022 - 05
SERIES OF 2022

FOR: ALL GOVERNMENT AGENCIES AND OFFICES COVERED BY REPUBLIC ACT NO. 11032 INCLUDING LOCAL GOVERNMENT UNITS (LGUs), GOVERNMENT-OWNED OR -CONTROLLED CORPORATIONS (GOCCs), LOCAL WATER DISTRICTS, STATE UNIVERSITIES AND COLLEGES (SUCs), AND OTHER GOVERNMENT INSTRUMENTALITIES

SUBJECT: GUIDELINES ON THE IMPLEMENTATION OF THE HARMONIZED CLIENT SATISFACTION MEASUREMENT

DATE: 20 September 2022

1. LEGAL BASES

- 1.1 Pursuant to Section 20 of the Republic Act (RA) No. 11032 (RA No. 11032) or the *Ease of Doing Business and Efficient Government Service Delivery Act of 2018*, which amended and renumbered Section 10 of R.A. No. 9485 or the *Anti-Red Tape Act of 2007* to Section 20, a feedback mechanism shall be established in all government agencies covered under Section 3 of R.A. No. 11032.
- 1.2 Section 3 (b), Rule IV of the Implementing Rules and Regulations (IRR) of R.A. 11032 also states that "All agencies shall embed feedback mechanisms and client satisfaction measurement in their process improvement efforts. The agency shall report to the Authority the results of the Client Satisfaction Survey for each service based on the guidelines to be issued by the Authority."
- 1.3 ARTA Memorandum Circular (MC) No. 2019-002 provides that the Client Satisfaction Measurement (CSM) report of all government agencies shall be submitted to the Authority on or before the last working day of January of every year.

2. PURPOSE

- 2.1. Promoting the adoption of a harmonized and standardized framework in measuring client satisfaction across all levels of the government will ensure continuous improvement and enhancement of service promise towards a more meaningful client-centered Citizen's Charter.



- 2.2. Considering the diverse function of government offices, it has been difficult to measure and compare the service performance of government agencies. Furthermore, client satisfaction surveys have been conducted through different methodologies and have been submitted to different government bodies. As a result, there is a need to develop a client satisfaction survey that is applicable to every government agency and is reported in a uniform manner.
- 2.3. The Anti Red Tape Authority (Authority) developed the harmonized CSM for agencies as an after-service availment survey that will assess the overall satisfaction and perception of clients on the government service they availed. This will provide relevant feedback to the agency on the quality of service they are providing. The output and results of the CSM shall be incorporated in the agency's Report Card Survey (RCS) under the Overall Survey Results.
- 2.4. This Memorandum Circular is issued to provide all government agencies covered by R.A. No. 11032 with instructions and guidance on the use of a harmonized CSM tool. Other agencies not covered by R.A. 11032 have the option to use the said tool.

3. COVERAGE

These Guidelines shall be adopted by all government agencies and offices covered under Section 3 of R.A. No. 11032 including Local Government Units (LGUs), Government-Owned or -Controlled Corporations (GOCCs), Local Water Districts, State Universities and Colleges (SUCs), and other Government Instrumentalities.

4. GENERAL GUIDELINES

- 4.1. As mandated by Section 3 (b), Rule IV of the IRR of R.A. 11032, client satisfaction feedback shall be gathered for **all services offered** by the government agency. This shall include both External and Internal Services.

- 4.1.1. As defined in Section 3.1.2.3 of ARTA M.C. No. 2019-002-A:

4.1.1.1. **External Services** refer to government services applied for or requested by external citizens or clients or those who do not form part or belong to the government agency or office providing the service.

4.1.1.2. **Internal Services** refer to government services applied for or requested by citizens or clients who are within the respective government agency or office, such as, but not limited to, its personnel or employees, whether regular or contractual.



4.1.2. For year 2023, government agencies may have the option to cover only their external services. However, beginning year 2024 both internal and external services will be covered.

4.2. Agencies that already have an implemented client feedback mechanism may have the option to replace it with the harmonized CSM tool or supplement/integrate the harmonized CSM tool within their existing tool.

4.3. Methodology of the Client Satisfaction Measurement (CSM)

4.3.1. **Identification of Eligible Respondents.** Government agencies shall administer the CSM to ALL clients with completed transaction. Clients who completed multiple transactions shall have the opportunity to accomplish the CSM for each availed service. A transaction is considered complete when the final step of the service availed of per the Citizen's Charter of the government agency is accomplished.

4.3.2. **Frequency and Period of the Survey.** The CSM shall be conducted after each completed transaction. It shall be administered between January – December of each year.

4.3.3. **Number of Respondents.** Government agencies shall determine the minimum number of responses per service based on the calculator found in the link below. Government agencies shall continue to conduct the CSM, even when the minimum has been reached.

<https://tinyurl.com/CSMsamplesize>

4.3.4. **Data Gathering.** Government agencies are encouraged to implement the CSM using various data gathering methods, to the greatest extent feasible, to maximize response rates.

4.3.4.1. **On-site Conduct.** The on-site conduct of the CSM may be done through a paper survey questionnaire. Agencies may have the option to utilize electronic platforms in providing questionnaires to the respondents. For persons with disabilities (PWDs) and senior citizens that need assistance, the Public Assistance and Complaints Desk (PACD) officer or a designated officer shall help the respondents in answering the CSM.

4.3.4.2. **Remote Conduct.** Agencies may administer the CSM to remote respondents through electronic mail, the agency's website, social media, QR Code, or other similar modes.



4.3.5. **Collection Mechanism.** The manner and time interval of the collection of paper survey questionnaires shall be at the discretion of the agencies and offices. It shall be brief to maximize the responses and shall maintain the confidentiality of clients. If convenient, agencies are encouraged to utilize their PACD for the collection mechanism.

4.4. Content of the CSM Questionnaire

4.4.1. **CSM Questions.** All government agencies are mandated to use the CSM questions prescribed by the Authority as stated in Annex A – Client Satisfaction Measurement Questionnaire of this Memorandum Circular. The CSM includes three (3) questions related to the Citizen's Charter, one (1) question related to the client's overall satisfaction with the service availed of, and eight (8) questions related to the following Service Quality Dimensions (SQD):

- a.) **Responsiveness** – the willingness to help, assist, and provide prompt service to citizens/clients.
- b.) **Reliability** – the provision of what is needed and what was promised, following the policy and standards, with zero to a minimal error rate.
- c.) **Access and 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, understand citizen/client needs, helpfulness, and good work relationships.
- h.) **Outcome** – the extent of achieving outcomes or realizing the intended benefits of government services.



4.4.1.1. The CSM questions prescribed by the Authority are fixed and may not be altered, modified, or deleted.

4.4.1.2. Agencies have the option to add service-specific questions to the CSM, provided the revised version will not exceed five (5) minutes for the client to accomplish. The results of the additional questions shall not be included in the computation of the overall score.

4.4.1.3. Aside from the English and Filipino versions of the CSM survey, government agencies shall provide a version translated to the local dialect for easier understanding, provided that the revised version will still be able to capture the SQDs as stated above.

4.4.2. **Demographic Questions.** The demographic questions prescribed by the Authority shall be used for the CSM. Agencies and offices may further add relevant demographic questions to the survey, provided that the revised version will not exceed five (5) minutes for the client to accomplish.

4.4.3. **Open-ended Question.** The CSM shall have an open-ended question at the end of the form where the client has the option to provide additional remarks or feedback not covered/captured by previous questions.

4.5. Rating Scale and Scoring System of the CSM

4.5.1. **Rating Scale.** The CSM shall use a Five (5) Point Likert Scale to measure the SQDs. Agencies may utilize smileys/emoticons corresponding to the scale for better visualization to prevent confusion on the corresponding rating.

Scale	Rating
1	Strongly Disagree
2	Disagree
3	Neither Agree nor Disagree
4	Agree
5	Strongly Agree



4.5.2. **Scoring Per Question.** The percentage of respondents that rated 'Agree' and 'Strongly Agree' shall be used to get each SQD's score. A question that was answered with two (2) or more check marks shall be considered as invalid.

4.5.3. **Overall Scoring.** The percentage of respondents that rated 'Agree' and 'Strongly Agree' for all eight (8) SQDs shall be used to compute the Overall Score. Agencies shall strive to achieve an overall percentage of 80% or higher, or a rating of "Satisfactory" or higher. Interpretation of the results shall be as follows:

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

4.6. Drafting the CSM Report

4.6.1. Government agencies are required to submit a CSM report following the template/outline provided in Annex B – Client Satisfaction Measurement Report of this Memorandum Circular. This will amend Section 6.7.3. of ARTA M.C. No. 2019-002 which previously required the submission of the report using the agency's existing CSM.

4.6.1.1. A copy of the revised version of the CSM questionnaire shall be attached to the CSM Report as Annex.

4.6.2. Government agencies with regional/field/satellite offices may have the option to submit either unified or separate CSM Reports. However, disaggregated reports of the regional/field/satellite offices are still required to be submitted to the Authority.

4.7. Submission and Publishing of the CSM Report

4.7.1. All agencies shall submit their CSM reports implementing these guidelines on the last working day of April 2024.

4.7.2. Agencies and offices shall submit soft copies (in text-readable PDF format) of the CSM report through this link: <https://tinyurl.com/CSMRsubmissions>.

4.7.3. The CSM report shall be uploaded on the official website of the government agency or be made available to the transacting public upon request.

4.8. Verification

4.8.1. All covered government agencies shall submit their CSM Report duly approved and signed by the Head of the Committee on Anti-Red Tape (CART) to attest that the report is accurate and compliant with these Guidelines.

4.8.2. The ARTA reserves the right to request proof of the survey results, including the answered paper surveys and the excel file of the aggregated data.

4.8.3. The Inspection Checklist program of the Report Card Survey will validate if the CSM is properly implemented.

4.9. Updated Timeline of Submission

The CSM Report covering the previous year shall be submitted on or before the last working day of April the following year.

5. TRANSITORY PROVISION

All covered government agencies shall start implementing these guidelines beginning January 2023.

6. AMENDMENT TO THE GUIDELINES

The guidelines outlined in this Memorandum Circular are subject to change as deemed necessary by the Authority.

7. REPEALING CLAUSE

Provisions of previous issuances of the Authority that are inconsistent with this Memorandum Circular are hereby reversed, set aside, or declared ineffective.

8. SEPARABILITY CLAUSE

If any provisions or part of this Circular is held unconstitutional or invalid, it shall not affect the validity of the remaining provisions of this Circular.



9. EFFECTIVITY

This Circular shall take effect immediately upon publication and registration with the University of the Philippines – Office of the National Administrative Register (UP-ONAR).

10. REFERENCES

The following additional documents are available online at the official website of the ARTA at www.arta.gov.ph:

Annex A. Client Satisfaction Measurement Questionnaire

Annex B. Client Satisfaction Measurement Report Outline and Sample Report

APPROVED BY:



DDG ERNESTO V. PEREZ
Officer-in-Charge

Annex A

Client Satisfaction Measurement Questionnaire

Control No: _____

ANTI-FEED BACK AUTHORITY
 CLIENT SATISFACTION MEASUREMENT FORM
 PSA Approval No.: ARIA-2242-3
 Expires on 31 July 2023

(Insert agency logo here) (Insert agency name here)
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 or another agency)

Date: _____ Sex: Male Female Age: _____






Region of residence: _____ Service Availed: _____

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. (Answer 'N/A' on CC2 and CC3)
- CC2 If aware of CC (answered 1-3 in CC1), would you say that the CC of this office was ...?**
 1. Easy to see 4. Not visible at all
 2. Somewhat easy to see 5. N/A
 3. Difficult to see
- 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

INSTRUCTIONS:

For SQD 0-8, please put a check mark (✓) on the column that best corresponds to your answer.

	 Strongly Disagree	 Disagree	 Neither Agree nor Disagree	 Agree	 Strongly Agree	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 information provided.						
SQD3. The steps (including payment) I needed to do for my transaction were easy and simple.						
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 "walang palakasan", 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 was sufficiently explained to me.						

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

Email address (optional): _____

THANK YOU!

(Online Version)

(Insert agency logo here) (Insert agency name here)

HELP US SERVE YOU BETTER!

This short Client Satisfaction Measurement (CSM) survey aims to track the customer experience of government offices. Your answers will enable this office to provide a better service.

Age: _____ Sex: _____ Region: _____

Agency visited: _____

Service availed: _____

Customer type (Citizen, Business, or Government?): _____

INSTRUCTIONS: Check mark (✓) your answer to the Citizen's Charter (CC) questions.

CC1 Do you know about the Citizen's Charter (document of an agency's services and reqs.)?

- 1. Yes, aware before my transaction with this office
- 2. Yes, but aware only when I saw the CC of this office
- 3. No, not aware of the CC (Skip questions CC2 and CC3)

CC2 If Yes to the previous question, did you see this office's Citizen's Charter?






- 1. Yes, the CC was easy to find
- 2. Yes, but the CC was hard to find
- 3. No, I did not see this office's CC (Skip question CC3)

CC3 If Yes to the previous question, did you use the Citizen's Charter as a guide for the service/s you availed?

- 1. Yes, I was able to use the CC
- 2. No, I was not able to use the CC because _____

INSTRUCTIONS: For SQD 1-8, please encircle the number that corresponds to your answer:

Strongly Disagree (SD)	Disagree (D)	Neither Agree nor Disagree (NAD)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

	 Strongly Disagree	 Disagree	 Neither Agree nor Disagree	 Agree	 Strongly Agree
SQD1. I spent an acceptable amount of time to complete my transaction (<i>Responsiveness</i>)	1	2	3	4	5
SQD2. The office accurately informed and followed the transaction's requirements and steps (<i>Reliability</i>)	1	2	3	4	5
SQD3. My online transaction (including steps and payment) was simple and convenient (<i>Access and Facilities</i>)	1	2	3	4	5
SQD4. I easily found information about my transaction from the office or its website (<i>Communication</i>)	1	2	3	4	5
SQD5. I paid an acceptable amount of fees for my transaction (<i>Costs</i>)	1	2	3	4	5
SQD6. I am confident my online transaction was secure (<i>Integrity</i>)	1	2	3	4	5
SQD7. The office's online support was available, or (if asked questions) online support was quick to respond (<i>Assurance</i>)	1	2	3	4	5
SQD8. I got what I needed from the government office (<i>Outcome</i>)	1	2	3	4	5

Remarks (optional):

Annex B

Client Satisfaction Measurement (CSM) Report Outline

Harmonized CSM Report Outline:

I. Title Page

- *This section shall contain the Agency's official logo and official name. The page shall also include the label "Client Satisfaction Measurement Report", the year covered by the report, and the report's edition (Ex. 2nd Edition).*

II. Table of Contents

III. Overview

- *The content of the Overview section shall be at the discretion of the agency. It may include a brief description of the agency and the CSM mandate.*

IV. Scope and Methodology

a. Period covered

b. Geographic and Office coverage

c. List of services surveyed

d. Sampling

i. Applied confidence level and margin of error

ii. Mode of survey implementation (Ex. Paper questionnaire in the office)

- *The Scope section of the CSM Report shall include the period the survey was conducted and the geographical coverage of the survey.*
- *In addition, the section shall include a table of the agency's services, the number of clients that completed the survey, and the total number of transactions during the year (surveyed + unsurveyed clients).*
- *The agency shall create a separate table for services that had no clients during the period.*
- *The sampling calculator is attached in the CSM Guidelines document.*

e. Feedback and Collection Mechanism

f. Scoring system

i. Table of the scale and its equivalent number

g. How numerical results will be interpreted

- *The Methodology section of the CSM Report shall discuss all the physical and digital methods used by the agency to implement the CSM survey.*
- *Additionally, the section shall provide a table of the 5-point Likert scale and the survey's scoring system.*

V. Results

a. Response rates (per service)

i. Number of clients surveyed per service

ii. Number of clients surveyed per customer type

b. Total number of transacting clients during the period (per service)

c. Client Demographic



- d. Citizen's Charter results**
- e. Service Quality Dimension results**
- f. Free responses**

- *The response rate is integral to the survey so it shall be explicitly stated in the CSM report. It shall be followed by a discussion of why the agency thinks the response rate is high, low, or as expected.*
- *Furthermore, the agency shall provide reasons for why services have 0 responses, if any.*
- *A breakdown of the client demographic shall be provided. The agency may provide an analysis based on how it may or may not be representative of its population.*
- *Then, a breakdown of the Citizen's Charter questions and Service Quality Dimension questions by result count shall be provided. The agency shall provide an analysis of the results.*
- *Afterward, a breakdown of each services' scores shall be provided. The agency shall also provide an analysis of these results.*

VI. Results of the Agency Action Plan reported in the previous year

VII. Continuous Agency Improvement Plan for the following year

- *Sections VI and VII shall contain the action steps, the responsible unit/person, and a timeline. Agencies are also encouraged to incorporate CSM findings to the Improvement Plan.*
- *Section VI shall not apply for the first year of CSM implementation*

VIII. Index

- A. Clear image of physical CSM survey used**
- B. Detailed list of regional and satellite offices covered**
- C. CSM results of each regional and satellite office**
 - i. Response rates of each office**
 - ii. Demographic of each office**
 - iii. Citizen's Charter results of each office**
 - iv. SQD results of each office**



Client Satisfaction Measurement Sample Report

DISCLAIMER: ALL NUMBERS IN THIS SAMPLE HAVE BEEN RANDOMIZED AND ARE NOT REPRESENTATIVE OF THE AGENCY'S ACTUAL PERFORMANCE

COVER PAGE
(This header is not included in actual template)

INSERT AGENCY LOGO HERE

Size: Official Dimensions of the Official Logo
Resolution: High resolution

AGENCY NAME

Font Style: Official Font Style of the Government Agency Name
Font Size: Should at least be 20

Harmonized CSM Report

Font Size: Should at least be 20

2023 (1st Edition)

Text: Year (No. of Edition)
Font Size: Should at least be 16

DISCLAIMER: ALL NUMBERS IN THIS SAMPLE HAVE BEEN RANDOMIZED AND ARE NOT REPRESENTATIVE OF THE AGENCY'S ACTUAL PERFORMANCE

Diagram illustrating the placement and specifications for the Agency Logo and Agency Name:

- Agency Logo:** A rectangular box labeled "INSERT AGENCY LOGO HERE".
 - Callout: Size: Official Dimensions of the Official Logo; Resolution: High resolution.
- Agency Name:** The text "AGENCY NAME".
 - Callout: Font Style: Official Font Style of the Government Agency Name; Font Size: Should at least be 20.

Diagram illustrating the placement and specifications for the Report Title and Edition:

- Report Title:** "Harmonized CSM Report".
 - Callout: Font Size: Should at least be 20.
- Edition:** "2023 (1st Edition)".
 - Callout: Text: Year (No. of Edition); Font Size: Should at least be 16.

DISCLAIMER: ALL NUMBERS IN THIS SAMPLE HAVE BEEN RANDOMIZED AND ARE NOT REPRESENTATIVE OF THE AGENCY'S ACTUAL PERFORMANCE

INSERT AGENCY LOGO HERE

AGENCY PROFILE
(This header is not included in actual template)

Alignment: Top Rightmost Corner
Height: 1 Inch
Resolution: High Resolution
From this page onwards, the official logo of the government agency shall be printed at the top rightmost corner of the header of every page

I. Overview:

The Anti-Red Tape Authority (ARTA) is a national government agency created by R.A. 11032 to monitor and ensure compliance with the national policy on the promotion and ease of doing business in the Philippines.

As stated in the ARTA Memorandum Circular (M.C.) No. 2022-02, government agencies shall provide the harmonized CSM survey to clients who have completed a transaction. Per 6.7.3 of ARTA M.C. No. 2019-002, the client satisfaction measurement detailing the scope and period covered by the measurement, the methodology used, the results of the measurement, and the interpretation of the data shall be reported to the Authority.

II. Scope:

ARTA conducted surveys throughout the year from Jan. 2022 to Dec. 2022.

ARTA surveyed every client that visited the main and regional offices, as well as those that contacted ARTA through email.

The survey used the standard harmonized CSM questionnaire. It asked clients demographical questions, three (3) Citizen's Charter questions, and eight (8) questions related to the following Service Quality Dimensions:

1. Responsiveness
2. Reliability
3. Access and Facilities
4. Communication
5. Costs
6. Integrity
7. Assurance
8. Outcome

The services ARTA surveyed are the following:

External Services	Responses	Total Transactions
Submission of Comments on Proposed Major Regulations (Online)	258	431
Submission of Comments on Proposed Major Regulations (Walk-In)	204	512
Request for Data related to Business Regulations (Online)	59	78
Request for Data related to Business Regulations (Walk-In)	8	16
Request for Doing Business Data/Information	21	33

DISCLAIMER: ALL NUMBERS IN THIS SAMPLE HAVE BEEN RANDOMIZED AND ARE NOT REPRESENTATIVE OF THE AGENCY'S ACTUAL PERFORMANCE

Request for Regulatory Impact Assessment (RIA) Training	32	32
Response to E-mail Clarification/Inquiry (Compliance-Related)	167	488
Filing of Non-ARTA Related Complaints	24	24
Filing of Complaints (Email)	271	849
Filing of Complaints (Physical Letter)	19	40
Filing of Complaints (Walk-in)	29	36
Request for Legal Opinion	71	101
Request for Comment (BRO)	42	100
Request for Issuance of Compliance Order (CMEO)	22	26
Request for Issuance of Order of Automatic Approval/Extension for Complex Transactions	49	75
Request for Issuance of Order of Automatic Approval/Extension for Complex Transactions (with Standard Disposition of Complaints)	33	39
Request for Issuance of Order of Automatic Approval/Extension for Highly Technical Transactions	15	34
Request for Issuance of Order of Automatic Approval/Extension for Highly Technical Transactions (with Standard Disposition of Complaints)	11	22
Standard procedure for the disposition of complaints endorsed to ARTA-IELO	16	20
Request for Briefing	56	81
Request for Statements/Advisories	73	153
Hiring of Plantilla Personnel for Successful Applications	36	49
Hiring of Plantilla Personnel for Failed Applications	108	327
Internal Services		
Request for Evaluation of Citizen's Charter	38	73
Request for ARTA Collaterals	15	21
Processing of Payroll	446	2436
Request for Certification of Availability of Funds	43	80
Disbursements	68	95
Cash Advance from Petty Cash Fund	26	37
Request for Expenses from Petty Cash Fund	33	51
Purchase Request for Goods (Items, Supplies, and Materials) through public bidding	9	17
Purchase Request for Goods (Items, Supplies, and Materials) through shopping	13	20
General Services for Building and Maintenance Request (Simple Repairs)	19	29
General Services for Building and Maintenance Request (Complex Request/ Requiring AMP)	0	8
Documentation and Assigning of Serial Number for Office Orders, Memorandum Circulars, and Other Official Issuances	0	5
Receiving of Incoming Documents	38	38
Request for Certified True Copy of Department Orders, Administrative Orders, and Other ARTA Issuances	17	17
Receiving of Inventory Items	23	23
Request and Issuance of Inventory Items	18	18
Request for ICT Technical Support	16	16
Request for Employee Records	38	38
Application for Leave	332	332
TOTAL	2816	6920

In aggregate, 2,816 people were able to answer the survey, among a population of 6,920. This resulted in a 41% response rate for 2022.

DISCLAIMER: ALL NUMBERS IN THIS SAMPLE HAVE BEEN RANDOMIZED AND ARE NOT REPRESENTATIVE OF THE AGENCY'S ACTUAL PERFORMANCE

Services that had no clients in 2022 are the following:

Request for Issuance of Order of Automatic Approval/Extension for Complex Transactions (with Disposition of Complaints via virtual proceedings)
Request for Issuance of Order of Automatic Approval/Extension for Highly Technical Transactions (with Disposition of Complaints via virtual proceedings)

III. Methodology:

For physical clients, surveys were handed out and collected by ARTA personnel immediately at the end of the transaction. Surveys and survey boxes were also available near the office's exit.

For online clients, emails containing the CSM portal link were sent one (1) week after the last correspondence.

The 8 SQD questions were scored using a 5-point Likert Scale. The simple average of the questions was used to get the Overall score. The interpretation of the results are as follows:

Scale	Average	Rating
1	1.00-1.49	Very Unsatisfied
2	1.50-2.49	Unsatisfied
3	2.50-3.49	Neither Unsatisfied nor Satisfied
4	3.50-4.49	Satisfied
5	4.50-5.00	Very Satisfied

IV. Results of the harmonized CSM for FY 2022:

A. Count of CC and SQD results

While the majority of respondents know the existence of a Citizen's Charter (CC), 49% of clients were still unaware of the CC.

Meanwhile, among those that knew the CC, 77% were able to see ARTA's CC. However, only 34% of clients were able to use it as a guide for their service.

External Services	Responses	Percentage
CC1. Yes, aware before my transaction here	944	33%
CC1. Yes, but aware only when I saw the CC of this office	521	18%
CC1. No, not aware	1370	49%
CC2. Yes, I saw the Citizen's Charter	1135	77%
CC2. No, I did not see the Citizen's Charter	330	23%
CC3. Yes, I was able to read	387	34%

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CC3. No, I was not able to read	748	66%
---------------------------------	-----	-----

Meanwhile, most respondents were 'Very Satisfied' with ARTA in terms of the 8 service quality dimensions, recording a score range of 4.55-4.72.

The data below shows the breakdown of the results per service quality dimension.

Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Responses	Rating
Responsiveness	1	12	58	815	1930	2816	4.72
Reliability	5	9	50	1052	1700	2816	4.64
Access and Facilities	2	16	71	938	1789	2816	4.67
Communication	1	18	54	1296	1447	2816	4.55
Costs	1	21	44	971	1779	2816	4.67
Integrity	3	15	38	833	1927	2816	4.72
Assurance	2	17	65	1141	1591	2816	4.60
Outcome	4	14	59	1053	1686	2816	4.64
Overall	19	122	439	8099	13849	22528	4.65

B. Average score per service

Looking at the scores per service, respondents were either 'Satisfied' or 'Very Satisfied' with their transactions, recording a score range of 4.00-4.97. No service garnered a score of 3.99 or lower.

As a result, ARTA recorded an Overall score of 4.65, which translates to 'Very Satisfied'.

The data below shows the Overall rating of each service surveyed.

External Services	Overall Rating
Submission of Comments on Proposed Major Regulations (Online)	4.67
Submission of Comments on Proposed Major Regulations (Walk-In)	4.80
Request for Data related to Business Regulations (Online)	4.41
Request for Data related to Business Regulations (Walk-In)	4.07
Request for Doing Business Data/Information	4.97
Request for Regulatory Impact Assessment (RIA) Training	4.38
Response to E-mail Clarification/Inquiry (Compliance-Related)	4.83
Filing of Non-ARTA Related Complaints	4.04
Filing of Complaints (Email)	4.12
Filing of Complaints (Physical Letter)	4.11
Filing of Complaints (Walk-in)	4.65
Request for Legal Opinion	4.71
Request for Comment (BRO)	4.85
Request for Issuance of Compliance Order (CMEO)	4.74

DISCLAIMER: ALL NUMBERS IN THIS SAMPLE HAVE BEEN RANDOMIZED AND ARE NOT REPRESENTATIVE OF THE AGENCY'S ACTUAL PERFORMANCE

Request for Issuance of Order of Automatic Approval/Extension for Complex Transactions	4.27
Request for Issuance of Order of Automatic Approval/Extension for Complex Transactions (with Standard Disposition of Complaints)	4.33
Request for Issuance of Order of Automatic Approval/Extension for Highly Technical Transactions	4.49
Request for Issuance of Order of Automatic Approval/Extension for Highly Technical Transactions (with Standard Disposition of Complaints)	4.15
Standard procedure for the disposition of complaints endorsed to ARTA-IELO	4.00
Request for Briefing	4.61
Request for Statements/Advisories	4.82
Hiring of Plantilla Personnel for Successful Applications	4.07
Hiring of Plantilla Personnel for Failed Applications	4.10
External Service Overall	4.60
Internal Services	
Request for Evaluation of Citizen's Charter	4.13
Request for ARTA Collaterals	4.12
Processing of Payroll	4.76
Request for Certification of Availability of Funds	4.87
Disbursements	4.39
Cash Advance from Petty Cash Fund	4.21
Request for Expenses from Petty Cash Fund	4.48
Purchase Request for Goods (Items, Supplies, and Materials) through public bidding	4.67
Purchase Request for Goods (Items, Supplies, and Materials) through shopping	4.62
General Services for Building and Maintenance Request (Simple Repairs)	4.95
General Services for Building and Maintenance Request (Complex Request/ Requiring AMP)	4.64
Documentation and Assigning of Serial Number for Office Orders, Memorandum Circulars, and Other Official Issuances	4.04
Receiving of Incoming Documents	4.41
Request for Certified True Copy of Department Orders, Administrative Orders, and Other ARTA Issuances	4.73
Receiving of Inventory Items	4.81
Request and Issuance of Inventory Items	4.66
Request for ICT Technical Support	4.54
Request for Employee Records	4.16
Application for Leave	4.78
Internal Service Overall	4.70
Overall	4.65

V. Results of the Agency Action Plan reported in FY 2021:

VI. Continuous Agency Improvement Plan for FY 2023:

Page Number