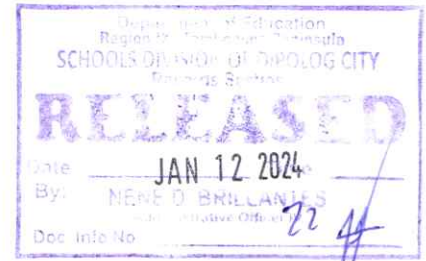




Republic of the Philippines
Department of Education
REGION IX – ZAMBOANGA PENINSULA
SCHOOLS DIVISION OF DIPOLOG CITY



January 10, 2024

DIVISION MEMORANDUM

NO. 22, s. 2024

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

TO: Chief, Schools Governance and Operations Division
Chief, Curriculum and Implementation Division
All Supervisors and Section/Unit Heads
All Elementary and Secondary School Heads
All Administrative Officers II/School Public Assistance Coordinators
All Teaching and Non-teaching Personnel
This Division

1. Pursuant to the Department Memorandum 2023-0930 of the Office of the Undersecretary – Human Resource and Organizational Development, this Division establishes the mandatory implementation of the **Client Satisfaction Measurement (CSM) Form** mechanism in the division and school levels, superseding the previous feedback system of the Citizen/Client Satisfaction Survey or CCSS.
2. Issued and prescribed by the Anti-Red Tape Authority (ARTA), the CSM Form is a survey tool that assesses overall satisfaction and perception after a client avails an external or internal service. The CSM Form has two formats: printed copy and online. See **Annex A** for the printed copy. See **Enclosure 1** for the official link of the CSM Form online version (for SDO and schools).
3. Refer to **Enclosure 2** for the external and internal services offered by the various sections/units in the division office and as well as in the school. Note that these services are outlined in accordance with the Department of Education Citizen's Charter 2022 (First Edition), strictly adhering to Section 6 of RA 11032, also known as the *Ease of Doing Business and Efficient Government Service Delivery (EODB-EGSD) Act of 2018*.
4. The definitions of external and internal services are derived from ARTA's MC No. 2022-05. See attached **Enclosure 3**, titled *Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement*, for your perusal.
5. Moreover, in line with the MC No. 2023-1 issued by the Inter-Agency Task Force on the Harmonization of National Government Performance Monitoring, Information and Reporting Systems, the CSM report mechanism is identified as one of the key



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components for determining an agency or office's eligibility for the Performance-Based Bonus (PBB). Failure to comply with the CSM implementation will lead to the isolation from the grant of the PBB payout.

6. In light of this implementation, this Division will conduct an orientation to the section/unit heads, PSDSs, School Heads, and Administrative Officers II (who are newly appointed School Public Assistance Coordinators or SPACs) during the upcoming Division Management Committee Meeting (DIMANCOM), tentatively scheduled for the first quarter of the calendar year 2024. A separate advisory will be issued regarding the final schedule of the DIMANCOM.
7. All SPACs, through their respective school heads and supervisors, and section/unit heads in the SDO shall submit a monthly CSM data to Cielbert E. Dondoyano Jr., Division Public Assistance Coordinator (DPAC), for consolidation of reports in compliance to inter-agency policies integrated in the Department.
8. For more information or any clarification, kindly contact the DPAC at 0956 590 9773 or through cielbert.dondoyano@deped.gov.ph.
9. This memorandum shall take effect immediately. All other issuances and previous orders inconsistent hereof are now repealed or modified accordingly.
10. Widest dissemination of this memorandum is highly desired.


MA. LIZA R. TABILON EdD, CESO V
Schools Division Superintendent
Office of the Schools Division Superintendent



Republic of the Philippines
Department of Education
REGION IX – ZAMBOANGA PENINSULA
SCHOOLS DIVISION OF DIPOLOG CITY

ENCLOSURE 1. LINK FOR SDO & SCHOOLS' CSM ONLINE FORM.

CLIENT SATISFACTION MEASUREMENT (CSM)
ONLINE FORM

depeddipolog.net/csm



1DEPED We RACE
DIPOLOG as ONE



Address: Purok Farmers, Olingan, Dipolog City
Email: dipolog.city@deped.gov.ph
Website: www.depeddipolog.net
Facebook: DepEd Tayo — Division of Dipolog City

Enclosure 2



Republic of the Philippines
Department of Education

Schools

External Services	Internal Services
<ol style="list-style-type: none"> 1. Acceptance of Employment Application for Teacher I Position (Walk-in) 2. Acceptance of Employment Application for Teacher I Position (Online) 3. Borrowing of Learning Materials from the School Library/Learning Resource Center 4. Distribution of Printed Self-Learning Modules in Distance Learning Modality 5. Enrollment (Walk-in) 6. Enrollment (Online) 7. Issuance of Requested Documents in Certified True Copy (CTC) and Photocopy (Walk-in) 8. Issuance of Requested Documents in Certified True Copy (CTC) and Photocopy (Online) 9. Issuance of School Clearance for different purposes 10. Issuance of School Forms, Certifications, and other School Permanent Records 11. Public assistance (walk-in/phone call) 12. Public assistance (email/social media) 13. Receiving and releasing of communications and other documents 14. Reservation Process for the Use of School Facilities 15. Request for Personnel Records for Teaching/Non-Teaching Personnel 	<ol style="list-style-type: none"> 1. Issuance of Special Order for Service Credits and Certification of Compensatory Time Credits 2. Laboratory and School Inventory 3. School Learning and Development



Communications Division, DepEd Complex, Meralco Avenue, Pasig City 1600
 Telephone No.: (02) 6316033/ 6332120



Republic of the Philippines
Department of Education

Schools Division Offices

External Services	Internal Services	SDO Unit
N/A	1. Processing of ORS 2. Posting/Updating of Disbursement	Budget Unit
N/A	3. Handling of Cash Advances	Cash Unit
N/A	4. User Account Management for Centrally Managed Systems 5. Troubleshooting of ICT Equipment 6. Uploading of Publications	Information and Communications Technology Unit
1. Request for Correction of Entries in School Record	7. Issuance of Certificate of No Pending Case	Legal Unit
N/A	8.1 Issuance of Foreign Official Travel Authority 8.2. Issuance of Foreign Personal Travel Authority	Office of the Schools Division Superintendent
2. Acceptance of Employment Application (Teaching Position) 3. Acceptance of Employment Application (Non-Teaching and Teaching-related Positions - (promotion and entry)	9. Application for ERF (Equivalent Record Form) 10. Application for Leave 11. Application for Retirement 12. Issuance of Certificate of Employment 13. Issuance of Service Record 14. Loan Approval and Verification 15. Processing of Appointment (Original, Reemployment, Reappointment, Promotion and Transfer)	Personnel Unit



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	16. Processing of Terminal Leave Benefits 17. Request for Correction of Name and Change of Status	
4. Inspection, Acceptance, and Distribution of Textbooks, Supplies, and Equipment	18. Requisition and Issuance of Supplies 19. Property and Equipment Clearance Signing	Property and Supply
5. Issuance of Requested Documents (Non-CTC) 6. Issuance of Requested Documents (CTC and Photocopy of Documents) 7. Certification, Authentication, Verification (CAV) 8. Receiving and Releasing of Communication and other Documents 9. Receiving of Complaints against Non-Teaching Personnel 10. Receiving of Complaints against Teaching Personnel (Multi-stage Processing)	N/A	Records Unit
11. Accessing Available Learning Resources from LRMDS Portal 12. Borrowing of Learning Materials from Libraries 13. Alternative Learning System (ALS) Enrollment	20. Program Work Flow of Submission of Contextualized Learning Resources 21. Quality Assurance of Supplementary Learning Resource	Curriculum Implementation Division
14. Request for Basic Education Data (from external stakeholders)	22. Request for Basic Education Data (Internal Stakeholder) 23. Request for Data for EBEIS/LIS/NAT and Performance Indicators	SGOD - Planning and Research Section



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15. Issuance of Government Permit, Renewal, Recognition of Private Schools	N/A	SGOD - School Management, Monitoring, and Evaluation Section
16. Issuance of Special Orders for the Graduation of Private School Learners		
17. Application for SHS Additional Track/Strand		
18. Application for Summer Permit for Private Schools		
19. Application for No Increase in Tuition Fee		
20. Application for Increase in Tuition Fee		



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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




Republic of the Philippines
Department of Education
 REGION IX – ZAMBOANGA PENINSULA
 SCHOOLS DIVISION OF DIPOLOG CITY

ANNEX A. CSM HARDCOPY FOR SDO.

Download Link: <http://tinyurl.com/CSMMaterialsDipolog>

Control No.: _____



ANTI-RED TAPE AUTHORITY
 CLIENT SATISFACTION MEASUREMENT FORM

Republic of the Philippines
Department of Education
 REGION IX – ZAMBOANGA PENINSULA
 SCHOOLS DIVISION OF DIPOLOG CITY

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 palakasari", 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!



Address: Purok Farmers, Olingan, Dipolog City
 Email: dipolog.city@deped.gov.ph
 Website: www.depeddipolog.net
 Facebook: DepEd Tayo – Division of Dipolog City



Republic of the Philippines
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CSM HARDCOPY FOR SCHOOLS.

Note: Do not change anything other than the fifth line of the header. Change it to your corresponding school ID number and school name.

Download Link: <http://tinyurl.com/CSMMaterialsDipolog>

Control No.: _____

ANTI-RED TAPE AUTHORITY
CLIENT SATISFACTION MEASUREMENT FORM

Republic of the Philippines
Department of Education
 REGION IX – ZAMBOANGA PENINSULA
 SCHOOLS DIVISION OF DIPOLOG CITY
 [INSERT SCHOOL ID NUMBER – INSERT SCHOOL NAME]

HELP US SERVE YOU BETTER!

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Client type: Citizen Business Government (Employee or another agency)

Date: _____ Sex: Male Female Age: _____

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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.

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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.						
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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 pabalasas" 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.						

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Email address (optional): _____

THANK YOU!



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