

## KAPATAGAN WATER DISTRICT

### CLIENT SATISFACTION MEASUREMENT REPORT FOR CY. 2024

#### Rationale

Inter-Agency Task Force on the Harmonization of National Government Performance Monitoring, Information, and Reporting Systems MC-2021-1, also known as A025 IATF. Evaluates government agencies, with the goal of promoting accessibility of information on programs, targets, and performance of all bureaus and offices in the public sector. The A025 IATF aims to continually achieve a government-wide improvement through seamless public service delivery. In achieving this, Service Quality Standards (SQS) in delivering critical services, and doing business with the government, industries, various sectors, and the citizens must be institutionalized across all government agencies.

This study is intended for obtaining the level of satisfaction of Kapatagan Water District's customers for Calendar Year 2024.

The procedure of this CCSS and presentation of results is based on Annex 5 of A025 IATF Memorandum Circular 01, Series of 2023 entitled "Guide for Conducting Citizen/Client Satisfaction Surveys".

#### Significance

Measuring and reporting the satisfaction level of citizens/client that were served in FY 2024 is vital in ensuring that these standards are attained. This is shown in the fulfillment of the services through a Citizens/Client Satisfaction Survey (CCSS) report. The study generates verifiable data and tangible evidence to assist agencies determine the effectiveness of implemented streamlining and process improvements through identified indicators or service dimensions that were identified.

Further, this gives guidance to identify areas and processes to be refined, which then can be used as reference to KAPWD's decision-making.

#### II.METHODOLOGY

##### A. Data Gathering Methods

The evaluation of customer satisfaction of Kapatagan Water District is made through a quantitative approach. The conclusiveness of the outputs supported by descriptive statistics tools.

The questionnaires are given to walk-in clients and put inside the feedback box placed in the PACD table.

Without access to internet, customers may also choose to fill up the hard-copy of CCSS and submit to respective division/units where services are availed, which are collected by CART members to be transformed into Google Form survey answers.

##### B. Respondent

Respondents are determined through a random sampling, regardless if they are customers with active account, customers with no active account, private individuals, business owners or representative of other agencies as long as they are doing transaction with KAPWD but they properly represent the clients served.

##### C. Survey Sampling Coverage

The samples were taken from walk-in clients of KAPWD within January to December of calendar year 2024.

##### D. Sampling Procedure

1. Concessionaires in the PACD will be given customer feedback forms after taking their concerns and asked them to drop in the customer feedback drop box.

2. 127 concessionaires were able to respond to the CFF

3. All CFF will be collected during every month of December of every year, evaluated, recorded and kept.

## E. Survey Instrument

Data are gathered using survey questionnaire. Questionnaires were custom-designed depending on the service provided.

The instrument consists of structured survey questionnaires using a 5-point Like Scale, with an equivalent spectrum as follows:

Numerical Scale	Adjective Scale	Spectrum	Explanation
1	Poor	Negative	Performance of the department/agency does not meet most or did not meet any of the expectations of the citizens/clients served. There a number of elements or aspects in the department/agency's service that reflects a serious problem for which the department/agency has not yet identified corrective actions. If there were corrective actions then the action is perceived by the citizens/clients served as very ineffective or has totally been disregarded.
2	Needs Improvement	Negative	Performance of the department/agency does not meet the minimum expectations of the citizens/clients served. There are several elements or aspects in department/agency's service that reflects a problem for which the department/agency has not yet identified corrective actions. If there were corrective actions, then the action is perceived by the citizens/clients served as very ineffective or has not been fully implemented to be effective.
3	Satisfactory	Neutral	This is the midpoint in which the respondents cannot truly pick a side in the spectrum. However, this does not mean that the respondents have no opinion or do not know. Performance of the department/agency neither meets nor does not meet the minimum expectations of the citizens/clients served.
4	Very Satisfactory	Positive	Performance of the department/agency meets the minimum expectations of the citizens/clients served. The service was provided with a few minor problems or none at all. If there were few minor problems a corrective actions might have already taken place which is deemed highly effective.
5	Outstanding	Positive	Performance of the department/agency meets and exceeds the needs and expectations for the benefit of the citizens/clients served. The service was provided with a few minor problems a corrective action might have already taken place which is deemed highly effective.

The instruments developed based on Annex 4 of A025 ATF Memorandum Circular 01, Series of 2020 entitled "Guide for Conducting Citizen/Client Satisfaction Surveys. The survey should cover all the following dimensions:

- a. Responsiveness – the willingness to help, assist, and provide prompt service to citizens/clients and or businesses.
- b. Reliability (Quality) – the provision of what is needed and what is promised, in accordance with the policy and standards, with zero to a minimal error rate.
- c. Access & Facilities – the convenience of location, ample amenities for a comfortable transaction, and the use of clear signages and modes of technology.
- d. Communication – the act of keeping citizens and businesses 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, 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 and businesses.
- g. Assurance – the capability of frontline staff/s to perform their duties, product and service knowledge, understanding citizens/client needs helpfulness, and good work relationships.
- h. Outcome – the rate terms of achieving outcomes or realizing the intended benefits of government services.

### III. RESULTS AND DISCUSSION

#### A. DATA ANALYSIS

POOR	0
NEEDS IMPROVEMENT	0
SATISFACTORY	2
VERY SATISFACTORY	41
OUTSTANDING	80

The table above shows the result of the customer satisfaction survey conducted. The total feedback form submitted were 127.

No customer feedback on poor and needs improvement, 2 on satisfactory, 41 on very satisfactory and 80 on outstanding.

Overall, the office must continue its services in accordance to the ARTA, CSC rules and regulations, specifically the access of water in all service areas 24/7 as well as the reliability and responsiveness in terms of customers concerns.

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ANNEX A

CUSTOMER FEEDBACK FORM

Please let us know how we have served you. This form may be used to compliment, suggestion, and for complaint

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Contact No.: \_\_\_\_\_ Date: \_\_\_\_\_  
 E-mail Address: \_\_\_\_\_ Gender: \_\_\_\_\_

Civil Status: <input type="checkbox"/> Single <input type="checkbox"/> Widowed <input type="checkbox"/> Married <input type="checkbox"/> Separated	(For Residential) Number of household members: <input type="checkbox"/> 0-4 <input type="checkbox"/> 9 and above <input type="checkbox"/> 5-8
Sex: <input type="checkbox"/> Male <input type="checkbox"/> Female	Age of Respondents: <input type="checkbox"/> 0-18 <input type="checkbox"/> 36-45 <input type="checkbox"/> 19-25 <input type="checkbox"/> 46-55 <input type="checkbox"/> 26-35 <input type="checkbox"/> 56 and above
Classification of Service Connection: <input type="checkbox"/> Residential <input type="checkbox"/> Commercial	

Service Availed of (Please Check)

<input type="checkbox"/>	LEAKING
<input type="checkbox"/>	METER TRANSFER
<input type="checkbox"/>	RENEW SENIOR CITIZEN MEMBERSHIP
<input type="checkbox"/>	HIGH CONSUMPTION
<input type="checkbox"/>	LOW WATER PRESSURE
<input type="checkbox"/>	PAYMENT
<input type="checkbox"/>	WATER CALIBRATION
<input type="checkbox"/>	ERRONEOUS BILLING
<input type="checkbox"/>	RECONNECTION
<input type="checkbox"/>	TEMPORARY PADLOCK
<input type="checkbox"/>	BILLING NOT RECEIVED BY THE CONCESSIONAIRE
<input type="checkbox"/>	WRONG BILLING
<input type="checkbox"/>	OTHERS

Purpose of Transaction: \_\_\_\_\_  
 Person/Unit/Office Transacted with: \_\_\_\_\_

**Part 1. CUSTOMER SATISFACTION RATING**

5 - Outstanding    4 - Very Satisfactory    3 - Satisfactory    2 - Fair or Needs Improvement    1 - Poor

QUESTIONS	5	4	3	2	1
1. How satisfied were you in terms of the response time to your transaction given by the office?					
2. How satisfied were you with the outcome of the service provided?					
3. How satisfied were you with the service provider's extensive information on understanding of the service being provided?					
4. How satisfied were you with the service provider's competence or skill in delivering service?					
5. How satisfied were you with the service provider's friendliness, courteousness/politeness, fair treatment, and willingness to do more than what is expected or going the extra mile?					
6. How would you rate your OVERALL SATISFACTION with regards to the quality of service delivery?					

**Part 2. CUSTOMER FEEDBACK**

1. Please check and if you are providing a compliment, suggestion, or complaint.

<input type="checkbox"/>	Compliment	<input type="checkbox"/>	Suggestion	<input type="checkbox"/>	Complaint
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2. Facts or details about the incident.

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3. Recommendation/Suggestion/Desired Action from the Office.

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