

KAPATAGAN WATER DISTRICT

CLIENT SATISFACTION MEASUREMENT REPORT FOR CY. 2023

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, 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 2023.

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 2023 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 2023.

D. Sampling Procedure

Using Solvin's Formula, $N = P / (1 + Pe^2)$, and using the following data:

Total Population Size (P) = 6250 service connections as of December 2023

Margin of Error (e) = 5%,

The minimum sample size (N) will be 389 respondents for the whole calendar year 2023, Actual number of respondents are 376.

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 5-point Likert Scale, with 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 citizen's/clients served. The service was provided with a few minor problems or none at all. If there were few minor problems a corrective action 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 of 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 was 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 in terms of achieving outcomes or realizing the intended benefits of government services.

Attached is the Google Form CCSS survey sample (Annex A).

III. RESULTS AND DISCUSSION

A. Data Analysis

Demographics

Respondents is 49.5% comprised by customers from Makilala service area. 60.8% the respondents are married and 65.4% are female. 86.2% of the respondents have active residential service connections where 56.6% are living in a household with at most 4 members. 34.4% of the respondents belong to 26-35 age group.

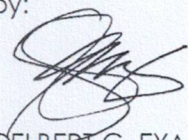
The tables above show the result of the customer satisfaction survey conducted. The overall average rating for all the services is 4.51% or equivalent to 90.1%, slightly higher than the target 90% average rating for the year 2022. This result shows that the performance of MKWD meets and exceeds and needs the expectations for the benefit of the clients served.

Comparing the ratings by critical services. Electronic Payment (G-cash) received the lowest rating (4.31= 86%), indicating that improvement of the e-payment must be explored.

Overall, the office must continue to improve its tangible services, specifically the access to facilities in the building as well as the reliability and responsiveness in terms of addressing customer transactions

Compared to the previous year's customer satisfaction, a gradual decrease is being observed (92.8 92.61 and 90.1 for year 2020, 2021 and 2022, respectively) which should be taken on a matter to be addressed for the year 2023 and beyond.

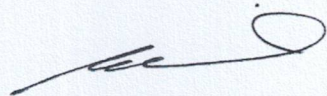
Prepared by:



DARYL ENGELBERT C. EYA

SPO/Designate HRMO

Approved by:



CLAIR GREBERN U. ELUMIR

General Manager

" 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 RECEIVE 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

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"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compliment	Suggestion	Complaint

2. Facts or details about the incident:

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