

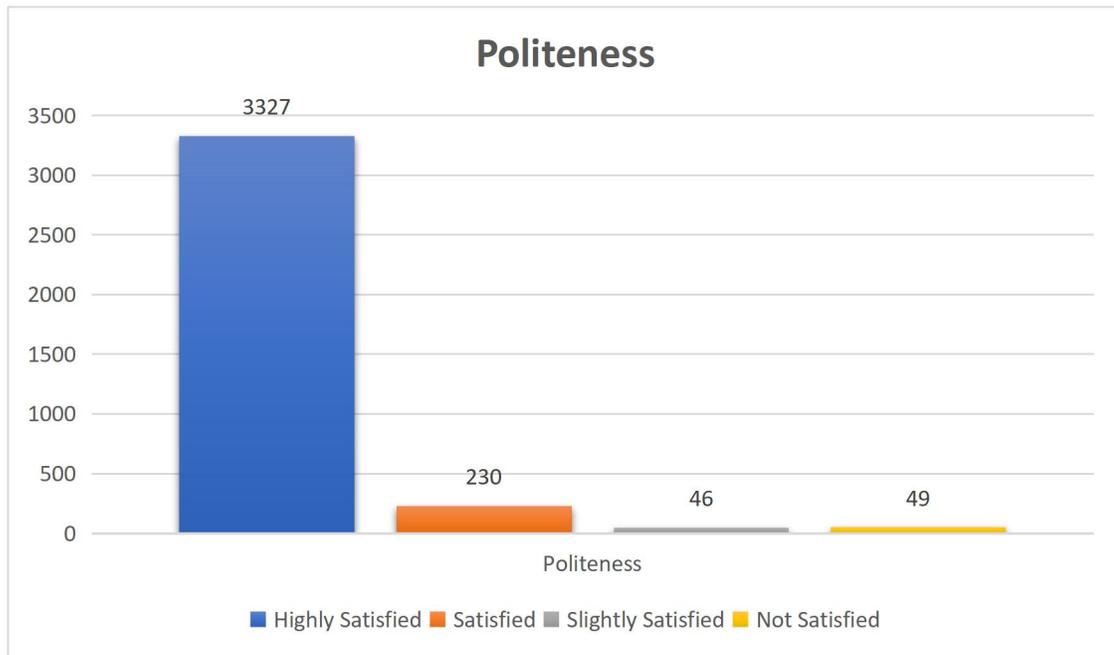


## Summary of the Analysis of CSS January to September 2024

N=3652

### A. Politeness

Most of the customers (91.10%) rated the Politeness of the organization as Highly Satisfied. (6.29%) of the customers are Satisfied. (1.26%) are Slightly Satisfied and (1.34%) are Not Satisfied



**Highly Satisfied = 91.10%**  
**Slightly Satisfied = 1.26%**

**Satisfied = 6.29%**  
**Not Satisfied = 1.34%**

The data provided offers a clear picture of customer satisfaction regarding the politeness of the organization.

1. Highly Satisfied (91.10%). The overwhelming majority of customers (91.10%) rated the politeness of the organization as Highly Satisfied. This indicates that the organization excels in maintaining a high level of politeness, which is a significant positive aspect of their customer service.



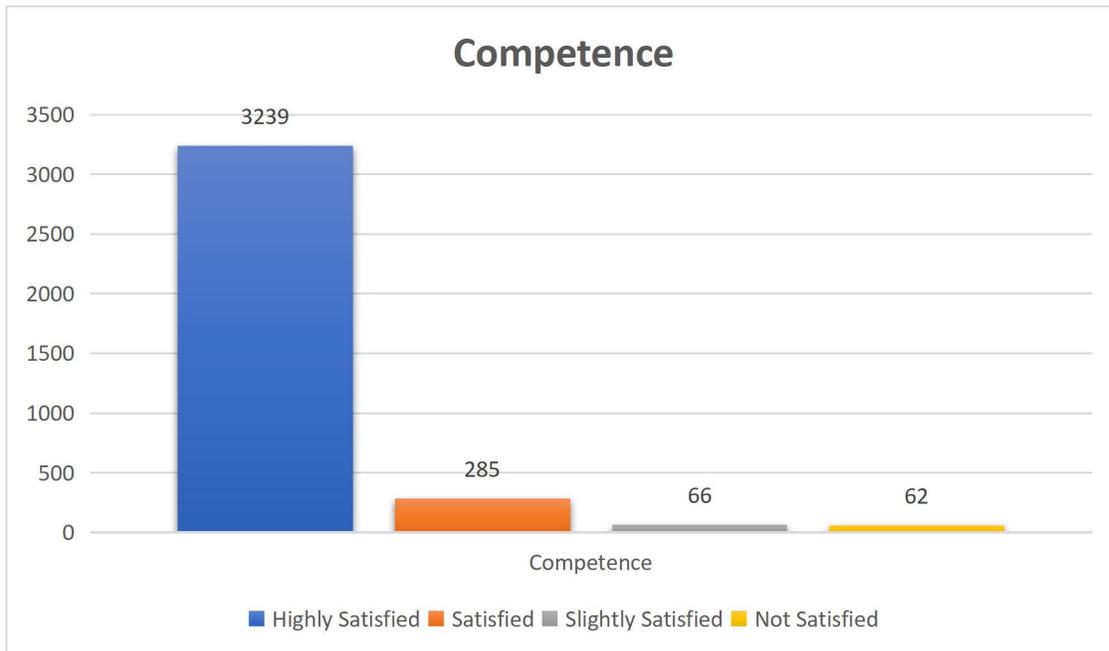
2. Satisfied (6.29%). A smaller portion of customers (6.29%) rated their satisfaction as Satisfied. While this is still a positive rating, it suggests there is a slight room for improvement to elevate these customers to the Highly Satisfied category.

3. Slightly Satisfied (1.26%). A very small percentage of customers (1.26%) are Slightly Satisfied. This indicates that while these customers found the politeness acceptable, there may be specific areas where the organization can enhance their interactions to improve satisfaction.

4. Not Satisfied (1.34%). An equally small percentage of customers (1.34%) are Not Satisfied. This group represents the critical feedback that the organization should address to ensure that all customers have a positive experience.

**B. Competence**

Most of the customers (88.69%) rated the Competence of the organization as Highly Satisfied. (7.80%) of the customers are Satisfied. (1.81%) are Slightly Satisfied and (1.70%) are Not Satisfied



**Highly Satisfied = 88.69%**  
**Slightly Satisfied = 1.81%**

**Satisfied = 7.80%**  
**Not Satisfied = 1.70%**



The data provided offers a clear picture of customer satisfaction regarding the competence of the organization.

1. Highly Satisfied (88.69%). The vast majority of customers (88.69%) rated the competence of the organization as Highly Satisfied. This indicates that the organization is performing exceptionally well in terms of competence, which is a significant positive aspect of their service.

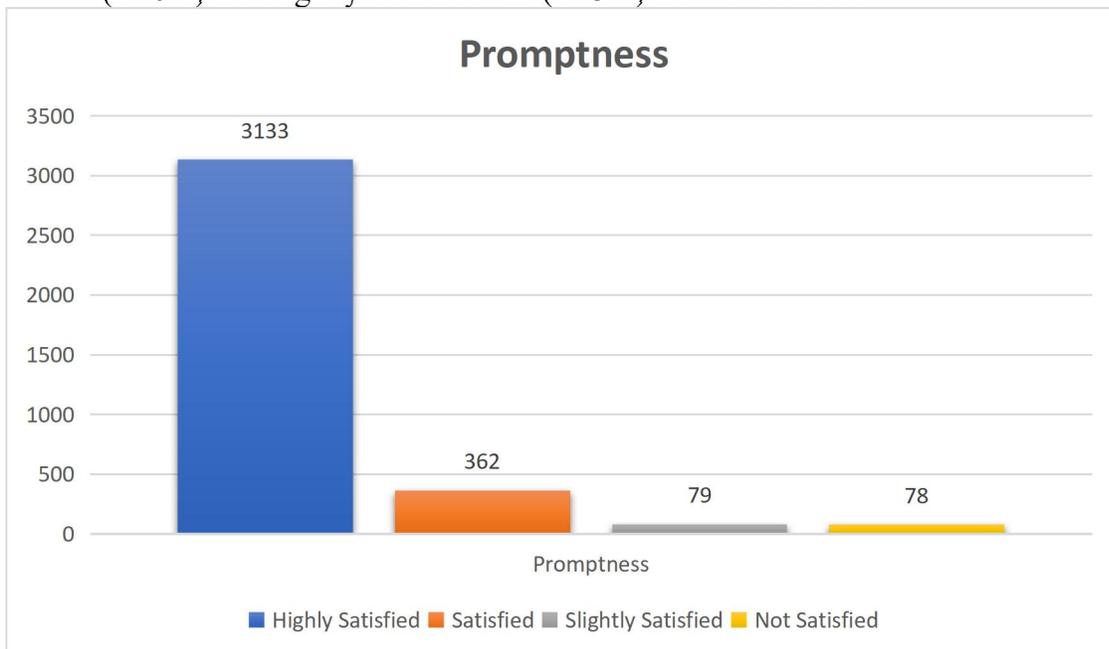
2. Satisfied (7.80%). A smaller portion of customers (7.80%) rated their satisfaction as Satisfied. While this is still a positive rating, it suggests there is some room for improvement to elevate these customers to the Highly Satisfied category.

3. Slightly Satisfied (1.81%). A very small percentage of customers (1.81%) are Slightly Satisfied. This indicates that while these customers found the competence acceptable, there may be specific areas where the organization can enhance their services to improve satisfaction.

4. Not Satisfied (1.70%). An equally small percentage of customers (1.70%) are Not Satisfied. This group represents the critical feedback that the organization should address to ensure that all customers have a positive experience.

### C. Promptness

Most of the customers (85.79%) rated the Promptness of the organization as Highly Satisfied. (9.91%) of the customers are Satisfied. (2.16%) are Slightly Satisfied and (2.13%) are Not Satisfied





**Highly Satisfied = 85.79%**  
**Slightly Satisfied = 2.16%**

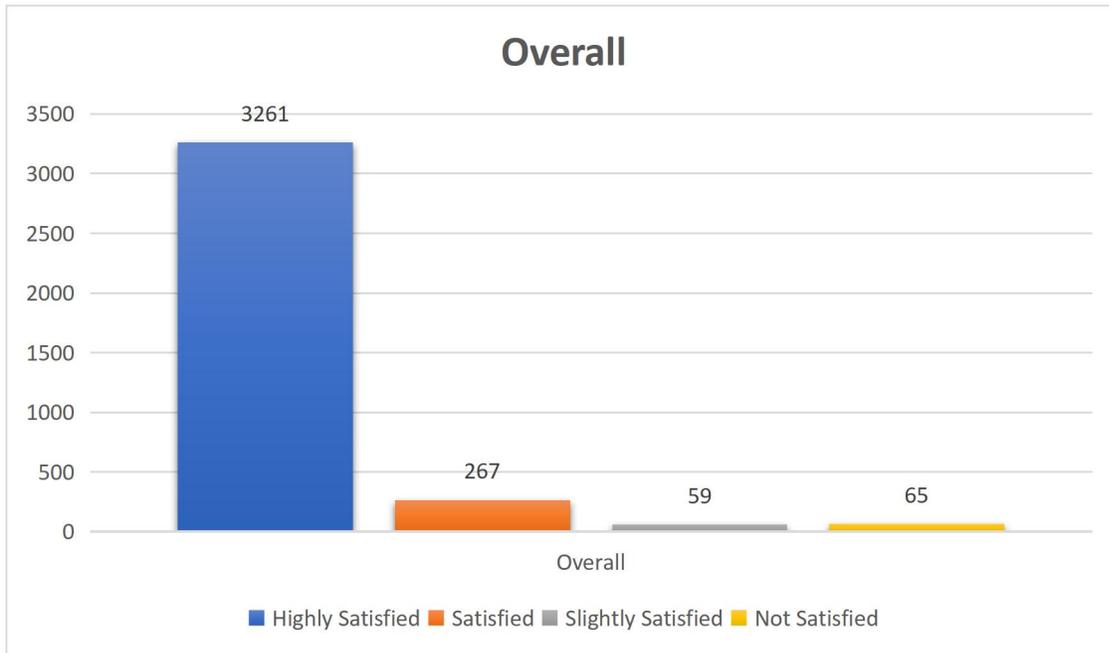
**Satisfied = 9.91%**  
**Not Satisfied = 2.13%**

The data provided offers a clear picture of customer satisfaction regarding the promptness of the organization.

1. **Highly Satisfied (85.79%).** The majority of customers (85.79%) rated the promptness of the organization as Highly Satisfied. This indicates that the organization excels in maintaining a high level of promptness, which is a significant positive aspect of their customer service.
2. **Satisfied (9.91%).** A smaller portion of customers (9.91%) rated their satisfaction as Satisfied. While this is still a positive rating, it suggests there is some room for improvement to elevate these customers to the Highly Satisfied category.
3. **Slightly Satisfied (2.16%).** A very small percentage of customers (2.16%) are Slightly Satisfied. This indicates that while these customers found the promptness acceptable, there may be specific areas where the organization can enhance their interactions to improve satisfaction.
4. **Not Satisfied (2.13%).** An equally small percentage of customers (2.13%) are Not Satisfied. This group represents the critical feedback that the organization should address to ensure that all customers have a positive experience.

#### **D. Overall**

Most of the customers with (89.29%) are Highly Satisfied. (7.31%) of the customers are Satisfied. (1.62%) are Slightly Satisfied and (1.78%) are Not Satisfied



**Highly Satisfied = 89.29%**  
**Slightly Satisfied = 1.62%**

**Satisfied = 7.31%**  
**Not Satisfied = 1.78%**

The data provided offers a clear picture of customer over-all rating.

1. **Highly Satisfied (89.29%).** The vast majority of customers (89.29%) rated their satisfaction as Highly Satisfied. This indicates that the organization is performing exceptionally well in meeting customer expectations, which is a significant positive aspect of their service.
2. **Satisfied (7.31%).** A smaller portion of customers (7.31%) rated their satisfaction as Satisfied. While this is still a positive rating, it suggests there is some room for improvement to elevate these customers to the Highly Satisfied category.
3. **Slightly Satisfied (1.62%).** A very small percentage of customers (1.62%) are Slightly Satisfied. This indicates that while these customers found the service acceptable, there may be specific areas where the organization can enhance their interactions to improve satisfaction.
4. **Not Satisfied (1.78%).** An equally small percentage of customers (1.78%) are Not Satisfied. This group represents the critical feedback that the organization should address to ensure that all customers have a positive experience.



THEME	Consolidated Responses
<b>Politeness / Accommodating (130)</b>	They commented that the staff is very polite, accommodating, and welcoming. They also commented about their assistance.
<b>Competence (120)</b>	The staff have shown competence towards the client in specifically explaining the process of documents and other concerns (e.g. admissions) They commended the fast response to the emails or communication of the clients quickly even after office hours. They also commended the staff (they indicated their names).
<b>Promptness (202)</b>	Fast response to the inquiry
<b>Satisfactory services (300)</b>	They are thankful for the satisfactory service given to them
<b>Not satisfied with the service (20)</b>	Some clients have commented that the transactions of their inquiry were not accommodated some staff took too long to respond
<b>No clarifications (30)</b>	There were no follow-ups, or any clear answers given to the customers' inquiry and caused confusion.
<b>Others (18)</b>	Other clients try to reach out their concerns through CSS

The total number of responses = 2666 / 73.2% (excluding the responses the commented 'N/A' or No Comment')

### PLAN OF ACTION

Activity	Action	Responsible	Timeline
1. Maintain High Standards of Service	Continue to uphold the high standards that have led to 89.29% of customers being Highly Satisfied.	All customer service staff.	Ongoing
2. Identify Specific Areas for Improvement	Conduct follow-up surveys or interviews with the 7.31% of customers who are Satisfied and the 1.62% who are Slightly Satisfied to identify specific areas for improvement.	Customer service team	Within the next 2 months
3. Address Critical	Analyze feedback from the 1.78% of	Quality assurance team	Within the next 3



Feedback	customers who are Not Satisfied to understand their concerns and address them promptly.		months
4. Enhance Training Programs	Develop and implement training programs focused on improving service quality and addressing specific areas of concern identified in the feedback.	Human resources and training departments	Within the next 4 months
5. Monitor and Evaluate Progress	Regularly monitor customer satisfaction levels and evaluate the effectiveness of the implemented actions	Customer service and quality assurance teams	Quarterly reviews

## Conclusion

The data provided offers a clear picture of overall customer satisfaction. The vast majority of customers (89.29%) rated their satisfaction as Highly Satisfied, indicating that the organization is performing exceptionally well in meeting customer expectations. This is a significant positive aspect of their service.

A smaller portion of customers (7.31%) rated their satisfaction as Satisfied. While this customers to the Highly Satisfied category.

A very small percentage of customers (1.62%) are Slightly Satisfied. This indicates that while these customers found the service acceptable, there may be specific areas where the organization can enhance their interactions to improve satisfaction.

An equally small percentage of customers (1.78%) are Not Satisfied. This group represents the critical feedback that the organization should address to ensure that all customers have a positive experience.

Overall, the organization is performing well, but there are opportunities for improvement to ensure that all customers are highly satisfied with the service.

Prepared by:

  
MR. BON JASPER V. TALIGATOS

Noted by:

  
MARIVILLA LYDIA B. AGGARAO, PhD