



## CLIENT SATISFACTION SURVEY REPORT

January – December 2020

### A. Description

In accordance with the mandate and pertinent provisions of the Republic Act 9485, otherwise known as “Anti-Red Tape Act (ARTA)”, the Philippine Normal University implemented the Clientele Satisfaction Survey (CSS) effective August 1, 2018 through a University Memorandum No. 82 series of 2018 dated July 31, 2018.

To ensure the proper implementation and monitoring of the CSS, the Center for Planning and Quality Assurance (CPQA) was tasked to (a) collect the accomplished CSS forms from each office; (b) tabulate the results of each unit; and (c) distribute the results of the evaluation on a monthly basis for each office. The respective offices, in turn, shall study the results and come up with strategies to further improve their processes and services.

The CSS boxes are installed near the entrance door of each office which are also provided with lock and key. Enough client satisfaction survey forms are provided for ease and convenience of every client who were offered services by the office staff/personnel.

The CSS form measures indicators which are provided in the Report Card Survey of Anti-Red Tape Act which includes the following: (a) timeliness or promptness of service; (b) knowledge or competence of the staff/personnel; (c) courtesy or politeness of the staff/personnel, and; (d) fairness and ethical treatment. An additional feature of the Philippine Normal University’s Clientele Satisfaction Survey Form is the inclusion of the Overall Rating which is symbolized by four different emoticon faces and provision for other comments and suggestions.

Beginning fiscal year 2019, the Client Satisfaction Survey has been institutionalized as part of the procedures under the ISO 9001:2015 Quality Management System (QMS). The Center for Planning and Quality Assurance (CPQA) continues to be the focal office in charge of facilitating all procedures and activities.



## **B. Respondent Criteria**

Stakeholders of the Philippine Normal University who avail of any service from any office may accomplish the Client Satisfaction Survey form and drop it in the office's CSS box.

## **C. Data Analysis**

<b>Service Quality Dimension</b>	<b>Mean Rating</b>	<b>Adjectival</b>
1. Politeness	3.94	Highly Satisfied
2. Competence	3.96	Highly Satisfied
3. Promptness	3.95	Highly Satisfied
Overall Rating	3.91	Highly Satisfied

The University has received an average number of 254 accomplished client satisfaction survey forms each collection period. It has collected its highest number of accomplished client satisfaction survey forms in February 2020 with a total number of 346 accomplished client satisfaction survey forms. Generally, the clients have given a score of 4 to the offices and units in the University. Each of the Service Quality Dimension, as well as the Overall Rating, received a Mean Rating not lower than 3.90.

## **D. Best Practice**

Due to the ongoing lockdown caused by the COVID-19 pandemic, offices and units that hold programs virtually have a separate Evaluation Form that may be accomplished by participants online. Unique to each office, their evaluation form serves as their Client Satisfaction Survey during the quarantine for continuous monitoring and assessment of delivery of services – particularly of the organizing and conducting of virtual programs. Results are reported in each program's technical report.

## **E. Improvement Action Plan for 2021**

Continual improvement in all programs, activities, and projects in the University remains to be a priority as reflected in the offices and units' Office Performance Commitment Review (OPCR) form and in accordance with the University's ISO 9001:2015 certification as well as the implementation of the newly revised Strategic Performance Management System (SPMS). The University has conducted SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis, along with the Organizational Outcomes (OOs) Accomplishments for FY 2020 and GAA Targets for 2021 continues to be a guide in formulating action plans and strategies.



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As we continue to utilize technology due to the ongoing pandemic, The Center for Planning and Quality Assurance, with the assistance of the Management Information Systems Office, plans to have the Client Satisfaction Survey procedure be digitized this year for easier access and accomplishment of the form by the offices and units' respective clients, especially for transactions done online.

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