

CITIZEN / CLIENT SATISFACTION SURVEY (CCSS) REPORT

A. CCSS METHODOLOGY

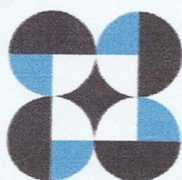
In line with the objective for continual government-wide improvement through seamless public service delivery, the DOSTVIII maintains service quality standards in the delivery of its services. The agency has institutionalized the mechanism of generating feedback and obtaining perceptions from customers through the DOSTVIII Customer Satisfaction Survey using semi-structured survey instruments designed to measure customers' level of satisfaction on the delivery of DOST VIII services and solicit insights and suggestions for improvement thereof. There are two instruments used for this purpose, respective for the two (2) broad classification of customers based on the nature of the services availed with DOST VIII; e.g., for customers availing the laboratory services of the Regional Standards and Testing Laboratory (RSTL) using the survey instrument coded as OP-020-F1; and the survey instrument coded as PM-DOST VIII-09-01-F1 for customers availing all other DOST8 services. Both these customer satisfaction survey forms are controlled documents under the ISO quality management documentation of the agency, the ISO 17025:2017 and ISO 9001:2015, respectively. The survey instruments gather both quantitative and qualitative information from the customer-respondents. The quantitative data are rating scores to measure the level of satisfaction from the services provided by DOST VIII; while the qualitative data are comments/suggestions from customers. The data are analyzed monthly wherein determination of overall customers' level of satisfaction and on the individual rating factors for service delivery and facilities are done. The quantitative data are analyzed using descriptive statistics to determine frequencies and trends (measures of central tendency). The qualitative data are reported verbatim from which similar comments and words can be clustered and processed to determine the corresponding information being communicated by the customer(s).

1. Respondents Criteria and Survey Sampling Coverage

All customers who have availed of DOST VIII services from all services delivery points, and transacting business thereof, e.g., the Regional Office Technical Operations and Financial and Administrative Services functional units, the six (6) Provincial Science and Technology Centers, and the Regional Standards and Testing Laboratory (RSTL) are considered in the sampling frame of respondents for the customer satisfaction survey. These respondents include MSMEs, researchers, students, media personnel, government/non-government entities/individuals, and the general public. These customers can either be walk-in soliciting S&T information and other immediately deliverable services, project beneficiaries, recipients of training and consultancy services, scholars of DOST VIII scholarship programs, participants in various S&T events such as fora, seminars, focus group discussions, S&T promotions and others, project partners, suppliers and all others transacting business with DOST VIII.

2. Sampling Procedure

The sample size considers the total number of participants or customers availing the services or participating in the DOST VIII activities. For small number of participants/customers, total enumeration is followed. For customers with short to long term engagements with DOST VIII, and availing different services, feedback through the customer satisfaction measurement tools are obtained on a continual manner; the customer is requested to accomplish the survey for each type of services availed. The concerned primary point of contact of customer (e.g., Regional Office functional unit, PSTC, RSTL) administers the survey to eliminate duplication in data gathering. For events and activities with high number of customers/participants, simple random sampling procedure is followed wherein the representative number of customer respondents is statistically computed to attain 95% confidence level.



3. Survey Instrument / Questionnaire

The DOST VIII uses two survey instruments to gather customer feedback on its services, from which insights are obtained on how to further improve the delivery of products and services. For its non-laboratory services, the PM-DOST VIII-09-01-F1 is used which is designed to gather customer satisfaction ratings through a five-point Likert scale of satisfaction measurements for two areas: delivery of services and facilities; with 1 as the lowest and 5 as the highest ratings (i.e., P-Poor = 1, F-Fair = 2, S-Satisfactory = 3, VS-Very Satisfactory = 4, and E-Excellent = 5). For service delivery, the factors include: timeliness, attitude of the staff, quality of service, sufficiency of service extended, and overall perception of the service(s) rendered. For the facilities, the rating factors include: cleanliness, orderliness, accessibility to customers, safety, light and illumination, and ventilation.

For customers availing the services of the Regional Standards and Testing Laboratory (RSTL, OP-020-F1) customer satisfaction survey form is used in consideration of the nature of the services being availed from the DOST VIII. The survey instrument also uses a five-point Likert scale to measure delivery of service and the importance of the quality of service items to customers. The quality of service items being rated include: timeliness, correctness/accuracy of test/calibration report/certificate, sufficiency of service, efficiency/attitude of staff, and overall customer experience. On a scale 1-5, these service quality items are rated in terms of meeting customer satisfaction and their importance to customers (e.g., 1= very dissatisfied; 2 = quite satisfied; 3= neither satisfied nor dissatisfied; 4 = very satisfied; 5 = outstanding; and the importance rating scale as 1= not at all important; 2= quite unimportant; 3= neither important nor unimportant; 4= quite important; 5= very important). In addition, net promoter score is obtained from RSTL customer-respondents to determine the frequencies for detractors and promoters.

B. RESULTS OF THE CCSS FOR FY2022

To determine the minimum number of sample respondents with 95% confidence limit, and considering that the total population of customers is unknown, a simple random sampling formula to estimate from the proportion of the population was used ($n=D^2pq$). With a margin of error set at 0.015 and $p=0.5$, the computed sample number is 4,269. For the year, the total number of respondents considered in this analysis was 4,383; more than the minimum sample-respondents required to obtain a statistically valid survey result.

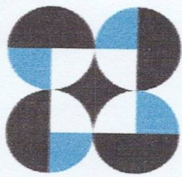
For FY 2022, the RSTL had 657 customers who responded and gave their ratings to the laboratory services they have availed. Results of the survey revealed a Customer Satisfaction Index (CSI) of 97.44% ("Very Satisfactory"), and a Net Promoter Score (NPS) of 90.41% (measure of customer experience which equates to the frequency of respondents that promotes the services to others).

Moreover, for the other (non-laboratory) services offered by DOST VIII, a total of 3,726 customers responded and gave their ratings based on the delivery of service, and facilities (for face to face rendition of the service) / online experience (for activities conducted virtually). In this aspect, DOST VIII obtained an overall Customer Satisfaction Rating of 94.68% or 4.73 rating score, which is at the "Very Satisfactory" level.

On the analysis of the qualitative data obtained from the survey which represent the customers' perceptions on the DOST VIII services, there was no negative remarks noted. However, there were suggestions for further improvement and/or requests for additional services. These comments and suggestions are duly noted and considered in succeeding engagements of DOST VIII, as appropriate in its suite of programs, projects, and activities.

C. RESULTS OF THE AGENCY ACTION PLAN REPORTED IN FY2021 PBB

The survey instrument (PM-DOST VIII-09-01-F1) for measuring Customer Satisfaction Feedback has been updated and revised effective November 19, 2021. A form was also developed to capture customer



feedback from customers availing services through or participating in activities online or virtually. Likewise, the Customer Satisfaction Feedback form can now be administered online which is much more efficient for customers to accomplish. Data Analysis and report generation are also automated.

D. CONTINUOUS AGENCY IMPROVEMENT PLAN FOR FY 2023

With the digital transformation program of the DOST, the provision of services to customers is expected to be enhanced with broader reach of information. Concomitantly, this would result to the greater use of information systems to obtain customer feedback, analysis and report generation. With this development, there is also the need to implement the harmonized customer satisfaction feedback tool for the Regional Offices.

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