



**PAU**

Office of the Regional Director  
**PUBLIC AFFAIRS UNIT**




# Client Satisfaction Measurement (CSM)


JANUARY - DECEMBER 2025

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# Rating Scale & Scoring System

The CSM shall use a **Five (5) Point Likert Scale** to measure the SQDs



SCALE	RATING
1	Strongly Disagree
2	Disagree
3	Neither Agree nor Disagree
4	Agree
5	Strongly Agree



# Computation of the Overall SQD Score

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	1930	815	58	12	1	0	2816	97.48%
Reliability	1700	1052	50	9	5	0	2816	97.73%
Access and Facilities	1789	938	71	16	2	0	2816	96.84%
Communication	1447	1296	54	18	1	0	2816	97.41%
Costs	0	0	0	0	0	2816	2816	N/A
Integrity	1927	833	38	15	3	0	2816	98.01%
Assurance	1591	1141	65	17	2	0	2816	97.02%
Outcome	1686	1053	59	14	4	0	2816	97.27%
<b>Overall</b>	<b>12070</b>	<b>7128</b>	<b>395</b>	<b>101</b>	<b>18</b>	<b>2816</b>	<b>22528</b>	<b>97.39%</b>



$$\text{Overall Score} = \frac{\text{Number of 'Strongly Agree' answers} + \text{Number of 'Agree' answers}}{\text{Total Number of Respondents} - \text{Number of 'N/A' answers}} \times 100$$



# Rating Scale & Scoring System

Agencies shall strive to achieve an overall percentage of 80% or higher, or a rating of “Satisfactory” or higher. The interpretation of the results shall be as follows:

Percentage	Rating
Below 60.0%	Poor
60.0% - 79.9%	Fair
<b>80.0% - 89.9%</b>	<b>Satisfactory</b>
90.0% - 94.9%	Very Satisfactory
95.0% - 100.0%	Outstanding





# 4th Quarter Service Quality Dimension (SQD) Satisfaction Rating

## SERVICE QUALITY DIMENSION (SQD) OVERALL SATISFACTION RATING 4TH QUARTER

Service Quality Dimension (SQD)	Strongly Agree (5)	Agree (4)	Neither Agree nor Disagree (3)	Disagree (2)	Strongly Disagree (1)	Not applicable	TOTAL	Percentage	Rating	
SQD0	I am satisfied with the service that I availed.	1254	193	5	0	0	1	1453	99.66%	Outstanding
SQD1	I spent a reasonable amount of time for my transaction. <b>(Responsiveness)</b>	1180	241	7	0	0	25	1453	99.51%	Outstanding
SQD2	The office followed the transactions requirements and steps based on the information provided. <b>(Reliability)</b>	1231	216	3	0	0	3	1453	99.79%	Outstanding
SQD3	The steps (including payment) I needed to do for my transaction were easy and simple. <b>(Access &amp; Facility)</b>	1180	200	6	0	0	67	1453	99.57%	Outstanding
SQD4	I easily found information about my transaction from the office or its website. <b>(Communication)</b>	1221	203	9	0	0	20	1453	99.37%	Outstanding
SQD5	I paid a reasonable amount of fees for my transaction. <i>(If service was free, mark the N/A column)</i> <b>(Costs)</b>	765	298	8	0	0	382	1453	99.25%	Outstanding
SQD6	I feel the office was fair to everyone, or "walang palakasan", during my transaction. <b>(Integrity)</b>	1241	200	5	0	0	7	1453	99.65%	Outstanding
SQD7	I was treated courteously by the staff, and (if asked for help) the staff was helpful. <b>(Assurance)</b>	1247	190	4	0	0	12	1453	99.72%	Outstanding
SQD8	I got what I needed from the government office, or (if denied) denial of request was sufficiently explained to me. <b>(Outcome)</b>	1247	186	6	0	0	14	1453	99.58%	Outstanding
<b>OVERALL</b>		<b>10566</b>	<b>1927</b>	<b>53</b>	<b>0</b>	<b>0</b>	<b>531</b>	<b>13077</b>	<b>99.58%</b>	<b>Outstanding</b>



Client Satisfaction  
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# 🕒 4th Quarter FDs, Units & Sections Satisfaction Rating

## OVERALL SATISFACTION RATING 4TH QUARTER

Functional Divisions / Units & Sections	Strongly Agree (5)	Agree (4)	Neither Agree nor Disagree (3)	Disagree (2)	Strongly Disagree (1)	Not applicable	TOTAL	Percentage	Rating
<b>RD - Regional Director</b>	90	3	0	0	0	15	<b>108</b>	<b>100.00%</b>	<b>Outstanding</b>
<b>ARD - Assistant Regional Director</b>	0	0	0	0	0	0	<b>0</b>	<b>0.00%</b>	-
<b>Legal Unit</b>	1136	260	14	0	0	120	<b>1530</b>	<b>99.01%</b>	<b>Outstanding</b>
<b>ICT Unit</b>	25	0	0	0	0	2	<b>27</b>	<b>100.00%</b>	<b>Outstanding</b>
<b>PAU - Public Affairs Unit</b>	390	56	0	0	0	13	<b>459</b>	<b>100.00%</b>	<b>Outstanding</b>
<b>LRPS - Learner Rights and Protection Section</b>	0	0	0	0	0	0	<b>0</b>	<b>0.00%</b>	-
<b>ASD - Administrative Division</b>									
<b>Cash</b>	146	29	0	0	0	5	<b>180</b>	<b>100.00%</b>	<b>Outstanding</b>
<b>General Services</b>	0	0	0	0	0	0	<b>0</b>	<b>0.00%</b>	-
<b>Payroll</b>	306	47	3	0	0	31	<b>387</b>	<b>99.16%</b>	<b>Outstanding</b>
<b>Personnel</b>	383	79	0	0	0	42	<b>504</b>	<b>100.00%</b>	<b>Outstanding</b>
<b>Procurement</b>	11	5	1	0	0	1	<b>18</b>	<b>94.12%</b>	<b>Very Satisfactory</b>
<b>Property &amp; Supply</b>	7	2	0	0	0	0	<b>9</b>	<b>100.00%</b>	<b>Outstanding</b>
<b>Records</b>	5437	1229	27	0	0	120	<b>6813</b>	<b>99.60%</b>	<b>Outstanding</b>
<b>CLMD - Curriculum and Learning Management Division</b>	60	0	0	0	0	3	<b>63</b>	<b>100.00%</b>	<b>Outstanding</b>
<b>ESSD - Education Support Services Division</b>	68	10	0	0	0	3	<b>81</b>	<b>100.00%</b>	<b>Outstanding</b>
<b>Finance Division</b>									
<b>Accounting</b>	467	17	0	0	0	38	<b>522</b>	<b>100.00%</b>	<b>Outstanding</b>
<b>Budget</b>	125	7	5	0	0	7	<b>144</b>	<b>96.35%</b>	<b>Outstanding</b>
<b>FTAD - Field Technical Assistance Division</b>	9	8	1	0	0	0	<b>18</b>	<b>94.44%</b>	<b>Very Satisfactory</b>
<b>HRDD - Human Resource Development Division including NEAP</b>	23	19	1	0	0	2	<b>45</b>	<b>97.67%</b>	<b>Outstanding</b>
<b>PPRD - Policy, Planning, and Research Division</b>	79	16	1	0	0	12	<b>108</b>	<b>98.96%</b>	<b>Outstanding</b>
<b>QAD - Quality Assistance Division</b>	1804	140	0	0	0	117	<b>2061</b>	<b>100.00%</b>	<b>Outstanding</b>
<b>OVERALL</b>	<b>10566</b>	<b>1927</b>	<b>53</b>	<b>0</b>	<b>0</b>	<b>531</b>	<b>13077</b>	<b>99.58%</b>	<b>Very Satisfactory</b>



Client Satisfaction  
Measurement (CSM)  
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# FY 2025 CSM Results

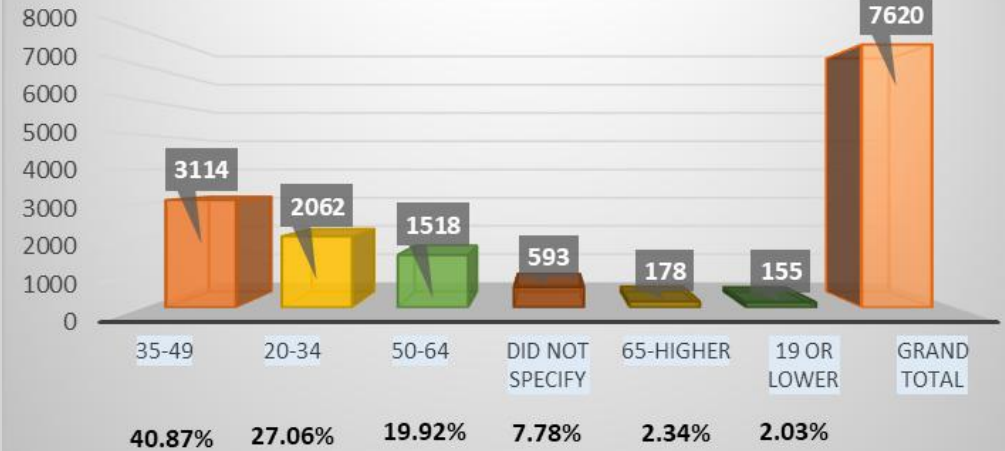
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# Demographic Profile

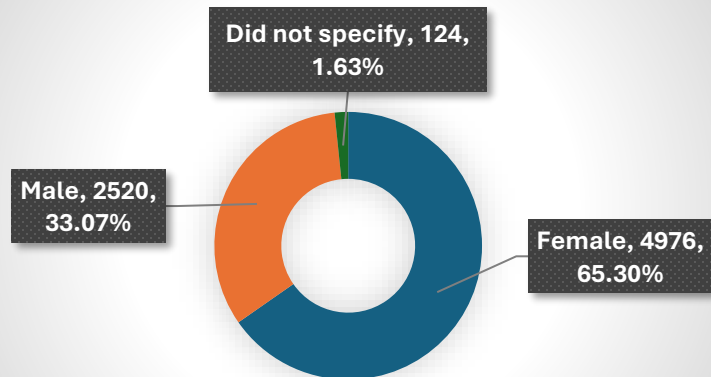
Total Responses

**7,620**

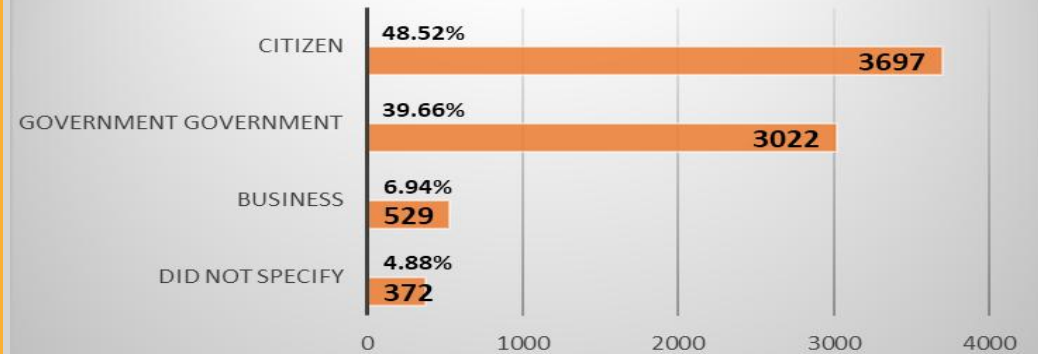
## Age



## Sex



## Customer Type



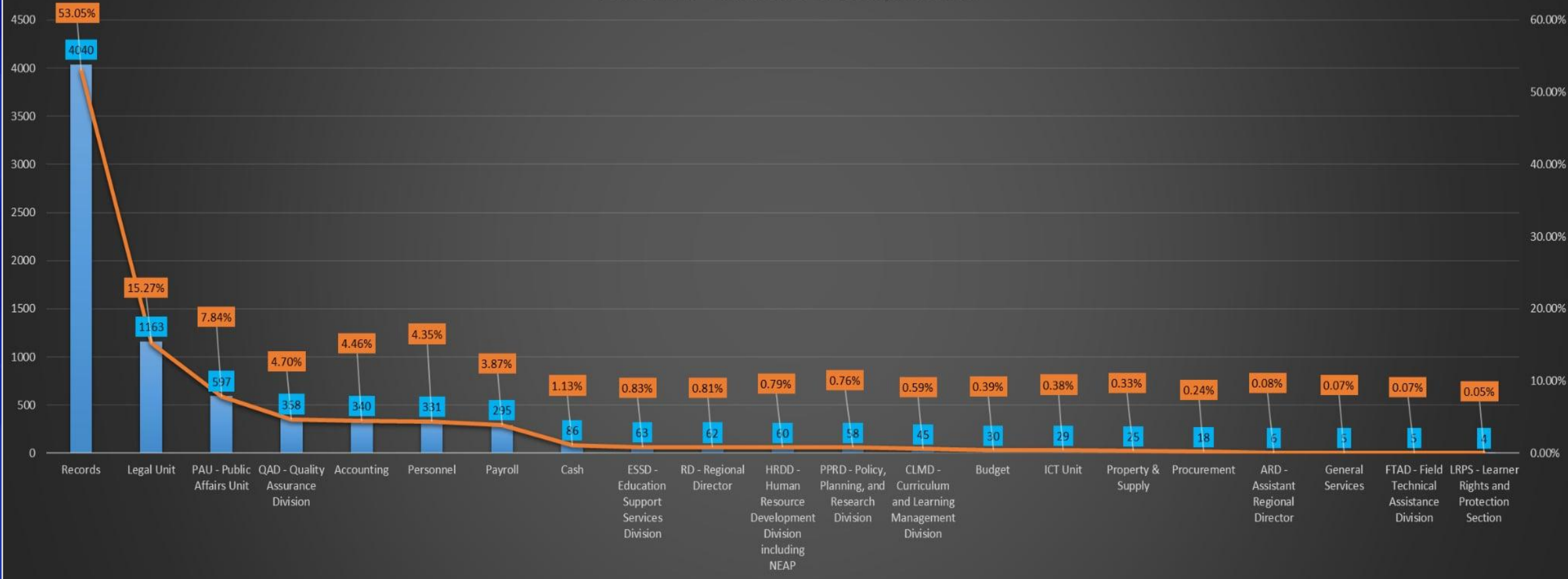
Client Satisfaction  
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# Office Transacted With

TOTAL RESPONSES PER OFFICE TRANSACTED WITH  
FUNCTION DIVISIONS & UNIT/SECTION



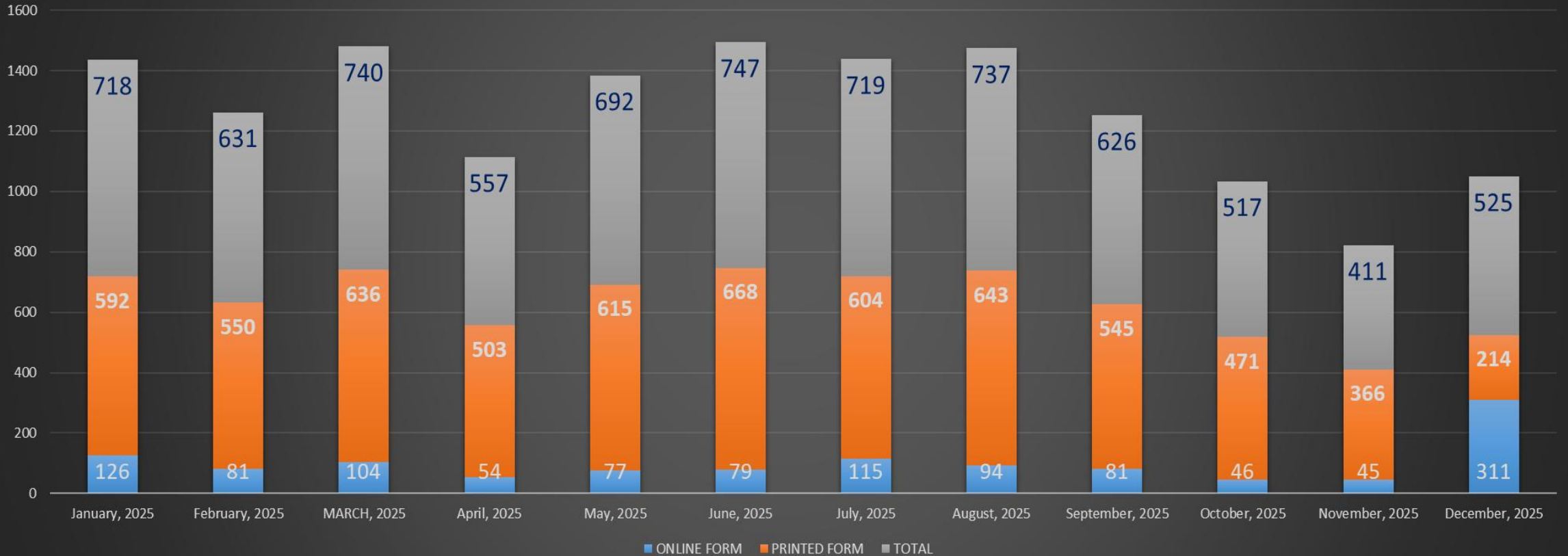
Client Satisfaction  
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# Monthly Responses

MONTHLY RESPONSES

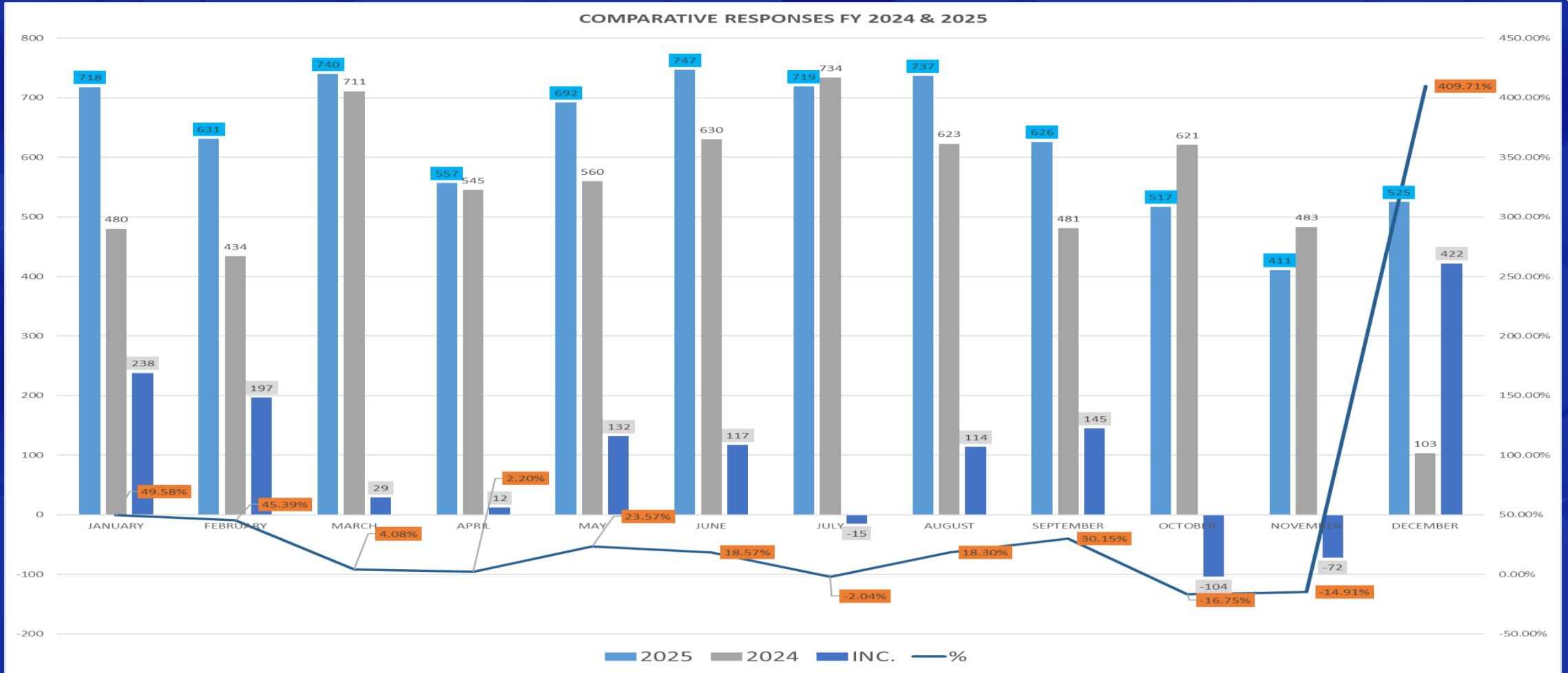


Client Satisfaction Measurement (CSM)  
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# Monthly Responses



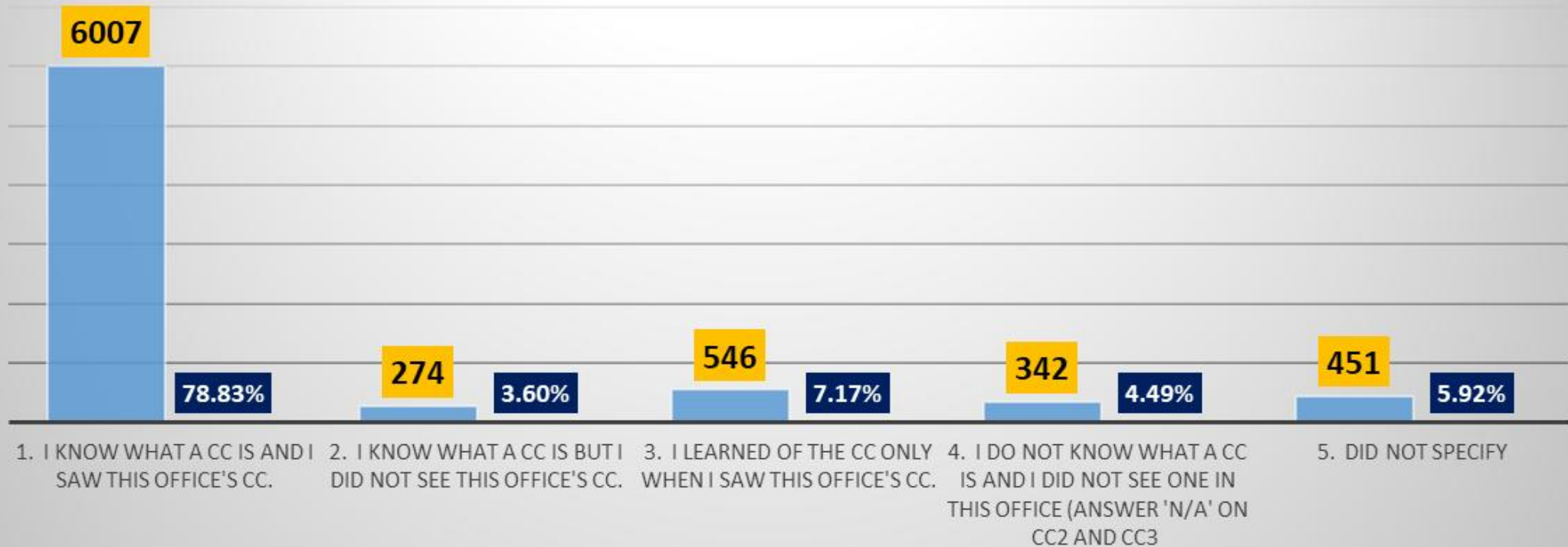
Client Satisfaction Measurement (CSM)  
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# Citizen's Charter

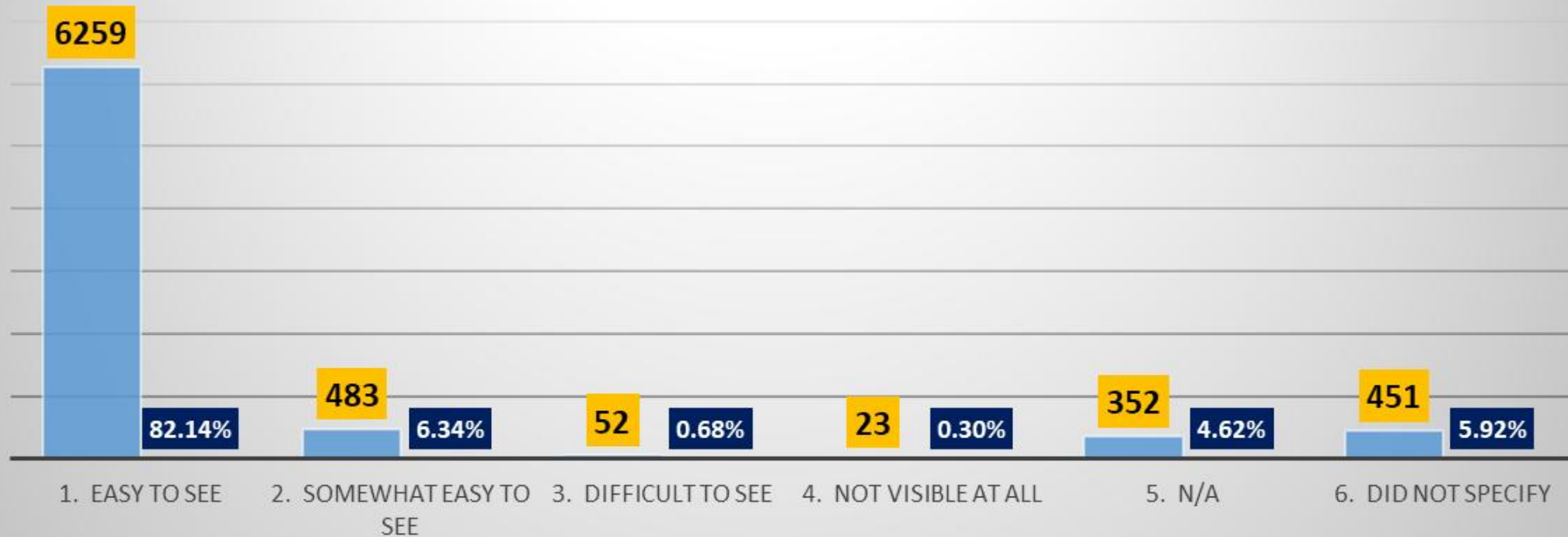
## CC1 - Which of the following best describe your awareness of a CC?





# Citizen's Charter

CC2 - If aware of CC , would you say that the CC of this office was ...?



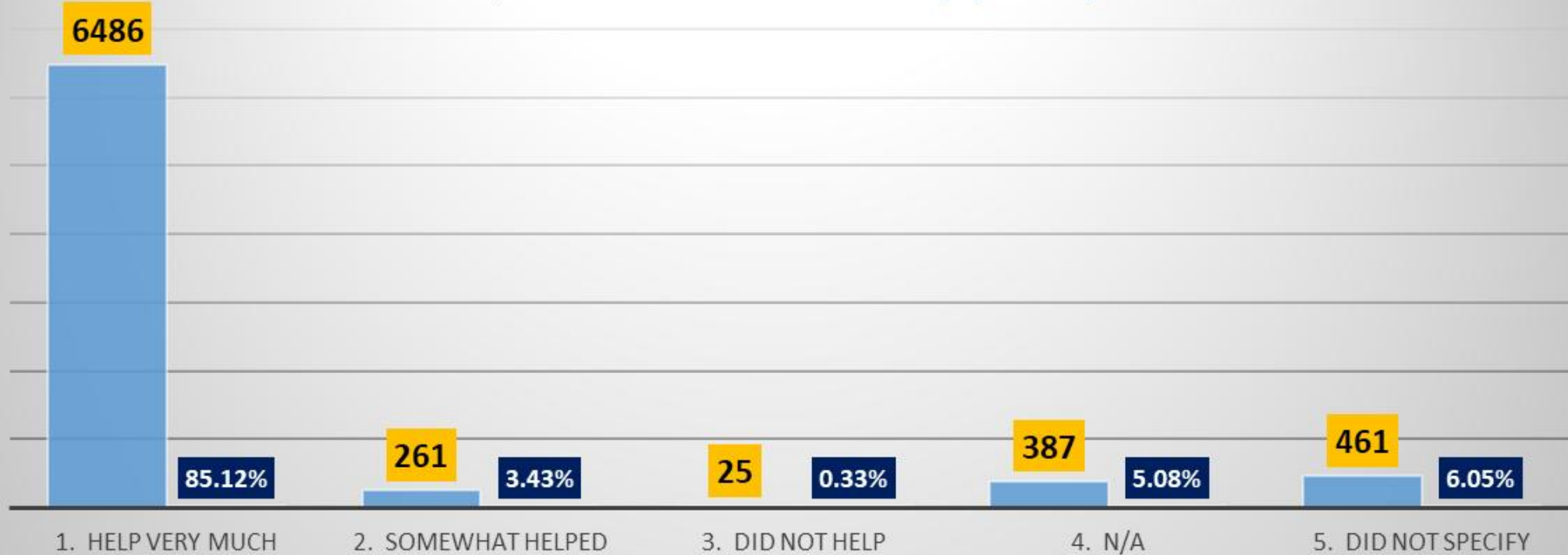
Client Satisfaction  
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# Citizen's Charter

CC3 - If aware of CC , how much did the CC help you in your transaction?



Client Satisfaction  
Measurement (CSM)  
JANUARY - DECEMBER 2025





# FY 2025 CSM Results



Overall SDQ  
Satisfaction Rating



Overall Rating for FDs  
and Unit / Section



Client Satisfaction  
Measurement (CSM)  
JANUARY - DECEMBER 2025



# Overall SDQ Rating

# 99.27%

\*2024 - 98.84%

## SERVICE QUALITY DIMENSION (SQD) OVERALL SATISFACTION RATING JANUARY - DECEMBER 2025

Service Quality Dimension (SQD)		Strongly Agree (5)	Agree (4)	Neither Agree nor Disagree (3)	Disagree (2)	Strongly Disagree (1)	Not applicable	TOTAL	Percentage	Rating
SQD0	I am satisfied with the service that I availed.	6474	1085	41	9	6	5	7620	99.26%	Outstanding
SQD1	I spent a reasonable amount of time for my transaction. (Responsiveness)	6160	1269	51	10	10	120	7620	99.05%	Outstanding
SQD2	The office followed the transactions requirements and steps based on the information provided. (Reliability)	6389	1157	31	8	6	29	7620	99.41%	Outstanding
SQD3	The steps (including payment) I needed to do for my transaction were easy and simple. (Access & Facility)	6028	1100	36	7	5	444	7620	99.33%	Outstanding
SQD4	I easily found information about my transaction from the office or its website. (Communication)	6320	1124	60	3	7	106	7620	99.07%	Outstanding
SQD5	I paid a reasonable amount of fees for my transaction. (If service was free, mark the N/A column) (Costs)	4429	1062	42	5	5	2077	7620	99.06%	Outstanding
SQD6	I feel the office was fair to everyone, or "walang palakasan", during my transaction. (Integrity)	6498	1008	34	5	7	68	7620	99.39%	Outstanding
SQD7	I was treated courteously by the staff, and (if asked for help) the staff was helpful. (Assurance)	6535	973	29	5	6	72	7620	99.47%	Outstanding
SQD8	I got what I needed from the government office, or (if denied) denial of request was sufficiently explained to me. (Outcome)	6485	1001	34	7	10	83	7620	99.32%	Outstanding
<b>OVERALL</b>		<b>55318</b>	<b>9779</b>	<b>358</b>	<b>59</b>	<b>62</b>	<b>3004</b>	<b>68580</b>	<b>99.27%</b>	<b>Outstanding</b>



Client Satisfaction Measurement (CSM)  
JANUARY - DECEMBER 2025





# Overall SDQ Rating

2025 99.27%

2024 98.84%

2023 98.46%



Client Satisfaction  
Measurement (CSM)  
JANUARY - DECEMBER 2025



# ☆☆☆ Overall Rating for FDs and Units / Sections

## OVERALL SATISFACTION RATING JANUARY - DECEMBER 2025

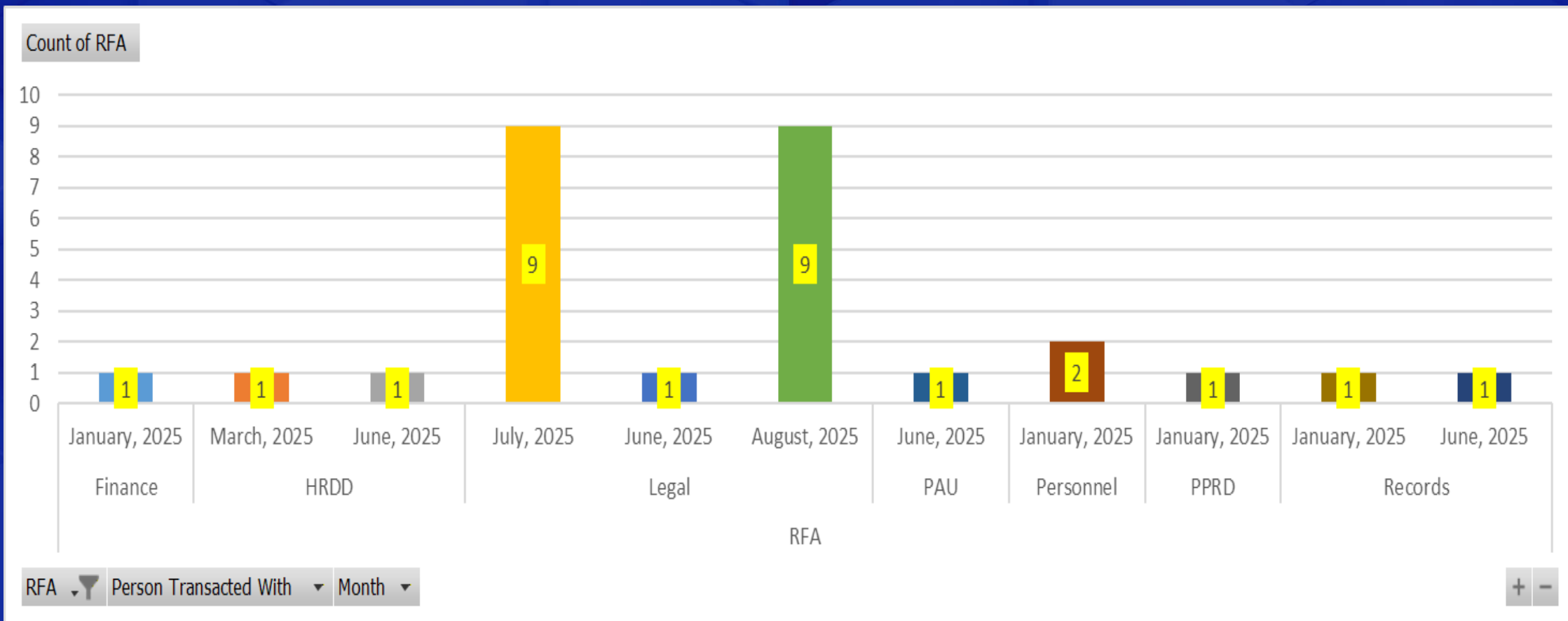
Functional Divisions / Units & Sections	Strongly Agree (5)	Agree (4)	Neither Agree nor Disagree (3)	Disagree (2)	Strongly Disagree (1)	Not applicable	TOTAL	Percentage	Rating
<b>RD - Regional Director</b>	419	74	8	0	0	57	558	98.40%	Outstanding
<b>ARD - Assistant Regional Director</b>	49	0	0	0	0	5	54	100.00%	Outstanding
<b>Legal Unit</b>	7977	1449	113	32	37	859	10467	98.11%	Outstanding
<b>ICT Unit</b>	216	27	0	2	0	16	261	99.18%	Outstanding
<b>PAU - Public Affairs Unit</b>	4278	825	37	4	0	229	5373	99.20%	Outstanding
<b>LRPS - Learner Rights and Protection Section</b>	32	0	0	0	0	4	36	100.00%	Outstanding
<b>ASD - Administrative Division</b>									
<b>Cash</b>	665	80	0	0	0	29	774	100.00%	Outstanding
<b>General Services</b>	45	44	0	0	0	1	90	100.00%	Outstanding
<b>Payroll</b>	2088	373	9	6	8	171	2655	99.07%	Outstanding
<b>Personnel</b>	2346	408	20	0	0	205	2979	99.28%	Outstanding
<b>Procurement</b>	112	27	1	0	0	13	153	99.29%	Outstanding
<b>Property &amp; Supply</b>	149	39	0	0	0	1	189	100.00%	Outstanding
<b>Records</b>	29917	5468	147	1	4	823	36360	99.57%	Outstanding
<b>CLMD - Curriculum and Learning Management Division</b>	327	54	2	0	0	22	405	99.48%	Outstanding
<b>ESSD - Education Support Services Division</b>	445	87	0	0	0	35	567	100.00%	Outstanding
<b>Finance Division</b>									
<b>Accounting</b>	2475	349	3	9	0	224	3060	99.58%	Outstanding
<b>Budget</b>	230	22	5	0	0	13	270	98.05%	Outstanding
<b>FTAD - Field Technical Assistance Division</b>	35	8	1	0	0	1	45	97.73%	Outstanding
<b>HRDD - Human Resource Development Division including NEAP</b>	419	63	5	2	12	39	540	96.21%	Outstanding
<b>PPRD - Policy, Planning, and Research Division</b>	401	53	4	3	1	60	522	98.27%	Outstanding
<b>QAD - Quality Assistance Division</b>	2693	329	3	0	0	197	3222	99.90%	Outstanding
<b>OVERALL</b>	<b>55318</b>	<b>9779</b>	<b>358</b>	<b>59</b>	<b>62</b>	<b>3004</b>	<b>68580</b>	<b>99.27%</b>	<b>Outstanding</b>



Client Satisfaction  
Measurement (CSM)  
JANUARY - DECEMBER 2025



# Request for Action (RFA) Issued



Client Satisfaction Measurement (CSM)  
JANUARY - DECEMBER 2025





# Way Forward

1

## Sustain and Institutionalize Excellence in Service Quality

Given the consistently outstanding ratings across all Service Quality Dimensions (SQDs)—with an overall satisfaction rate of 99.27%—the region shall:

- Formalize and disseminate best practices from top-performing offices, especially in Assurance (99.47%) and Reliability (99.41%), across all offices.
- Conduct regular peer-learning sessions and recognize offices and personnel who consistently exemplify courtesy, competence, and procedural integrity.



Client Satisfaction  
Measurement (CSM)  
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# Way Forward

2

## Enhance Responsiveness & Transaction Turnaround Time

While still rated outstanding, Responsiveness (99.05%) presents a relative opportunity for improvement. To address feedback regarding delays (noted in RFA comments and SQD1):

- Implement a service timeline review and streamline workflows in high-volume offices such as the Legal Unit and Records Section.
- Introduce and monitor clear service commitment markers (e.g., processing time standards) for high-demand services such as “Certificate of No Pending Case” and document authentication.



Client Satisfaction  
Measurement (CSM)  
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## Way Forward

3

### Strengthen Visibility and Accessibility of the Citizen's Charter (CC)

Although 86% visibility of the CC was achieved, the remaining 14% represent clients who were unaware or did not see the Charter. To ensure universal awareness:

- Enhance digital and physical placement of the CC, particularly in high-traffic areas and online portals.
- Integrate CC orientation into initial client interactions, especially for first-time transactors.



Client Satisfaction  
Measurement (CSM)  
JANUARY - DECEMBER 2025





## Way Forward

4

### Address Specific Pain Points Identified in Qualitative Feedback

The RFA comments highlight recurring concerns in certain offices (e.g., Legal Unit, RPSU, HRDD). To foster trust and resolution:

- Establish a structured feedback loop wherein client complaints and suggestions are formally logged, acknowledged, and addressed within a defined period.
- Designate personnel in offices with noted service delays to improve communication and expectation management.



Client Satisfaction  
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## Way Forward

5

### Optimize Resource Allocation Based on Transaction Volume

With 53.05% of all transactions handled by the Records Section and 15.27% by the Legal Unit, strategic resourcing is critical:

- Assess staffing, digital tools, and infrastructure in high-volume offices to prevent bottlenecks and maintain service quality.
- Explore automation opportunities for routine document processing and tracking to improve efficiency and client experience.



Client Satisfaction  
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## Way Forward

6

### Deepen Engagement with Under-Represented Client Segments

While satisfaction is high, participation from the Business sector (6.94%) and certain internal offices remains low:

- Proactively solicit feedback from these groups through targeted surveys or consultations to better understand and serve their unique needs.
- Enhance promotion of relevant services to external stakeholders through dedicated communication channels.



Client Satisfaction  
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# Remarks & FDs & Unit / Section Individual Rating and Score per Service Aailed



[https://bit.ly/2025\\_CSMResults](https://bit.ly/2025_CSMResults)



Client Satisfaction  
Measurement (CSM)  
JANUARY - DECEMBER 2025





# Client Satisfaction Measurement (CSM)

JANUARY - DECEMBER 2025

Prepared by:

**EDUARDO A. ABUTAL**

Administrative Assistant V

Public Affairs Unit



Office of the Regional Director  
**PUBLIC AFFAIRS UNIT**



ONE NCR  
**STRONGER**  
TOGETHER

A graphic element to the right of the text "STRONGER TOGETHER" shows a white hand holding a white lightning bolt. The lightning bolt has three small white stars at its tip.