



METRO KIDAPAWAN WATER DISTRICT

CLIENT SATISFACTION MEASUREMENT REPORT

**Consolidated
2023, 1st Edition**

Table of Contents

| | |
|--|----|
| I. OVERVIEW | 3 |
| II. SCOPE..... | 4 |
| III. METHODOLOGY | 5 |
| IV. DATA AND INTERPRETATION..... | 6 |
| V. RESULTS OF AGENCY ACTION PLAN REPORTED IN PREVIOUS YEAR..... | 10 |
| VI. CONTINUOUS AGENCY IMPROVEMENT PLAN FOR THE FOLLOWING YEAR..... | 10 |
| VII. INDEX | 10 |

I. OVERVIEW

The Anti-Red Tape Authority (ARTA) implements client satisfaction measurement as part of its mandate to ensure efficient service delivery and to promote ease of doing business within government services. The Metro Kidapawan Water District (MKWD), along with other government offices, is mandated to submit annually its CSM report.

A Client Satisfaction Measurement (CSM) Report is a critical document for any service-oriented organization, such as the MKWD. The importance of creating such a report to the agency are the following:

1. It measures how well the services provided meet or exceed client expectations.
2. The report pinpoints specific areas where the organization can improve, based on client feedback.
3. The report provides a way to track improvements over time, showing the impact of any changes made.
4. Insights from the report can guide strategic planning and decision-making processes.
5. The CSM report is required to demonstrate adherence to customer service standards set by the government.
6. It helps in allocating resources more effectively by focusing on areas that will increase client satisfaction.
7. Sharing the findings with stakeholders can build trust and show the organization's commitment to transparency and continuous improvement.

In summary, a CSM Report provides an organization with actionable insights to enhance client satisfaction, improve service quality, and maintain a competitive edge.

This CSM report adheres to ARTA Memorandum Circular 2022-05 and Memorandum Circular 2023-05 or the Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement

Based on the data shows the following results:

| | Score |
|---------------------------------------|-------|
| Citizen's Charter Awareness: | 43.6% |
| Citizen's Charter Visibility: | 33.9% |
| Citizen's Charter Helpfulness: | 48.2% |
| Response Rate: | 0.96% |
| Overall Score: | 91.5% |

II. SCOPE

A. Period Covered by the Survey

The survey was conducted from January to December 2023.

B. Geographic and Office Coverage

The survey was conducted in Brgy. Lanao, Kidapawan City (Main Office) and sub-offices (Makilala, Matalam, and Magpet) for the on-site survey. The online survey links are available in MKWD social media pages and website. The links are also provided and posted in conspicuous places of MKWD offices.

C. List of Services Surveyed, Responses and Total number of Transacting Clients

The following are the services covered by the survey:

| Service No. | Service Name | Internal or External Service? | Total Transactions | Responses |
|-------------|--|-------------------------------|--------------------|-----------|
| 1 | WATER BILL PAYMENT | External | 353070 | 387 |
| 2 | LABORATORY SERVICES | External | 4303 | 357 |
| 3 | ENGINEERING SERVICES | External | 3 | 3 |
| 4 | BULK WATER | External | 8 | 8 |
| 5 | OTHER UNBILLED TRANSACTIONS | External | 10 | 10 |
| 6 | NEW SERVICE CONNECTION | External | 934 | 272 |
| 7 | TRANSFER CONNECTION | External | 100 | 80 |
| 8 | TRANSFER SOURCE | External | 194 | 130 |
| 9 | TRANSFER METER STAND | External | 190 | 127 |
| 10 | TRANSFER NAME/CHANGE NAME | External | 25 | 25 |
| 11 | TEST WATER METER | External | 867 | 270 |
| 12 | TEST BENCH | External | 1 | 1 |
| 13 | RECLASSIFICATION | External | 352 | 185 |
| 14 | PLUMBING SERVICES | External | 10 | 10 |
| 15 | VOLUNTARY DISCONNECTION | External | 296 | 167 |
| 16 | RECONNECTION/RE-OPEN | External | 543 | 225 |
| 17 | BALIK CONNECTION | External | 1 | 1 |
| 18 | CHARGING OF INACTIVE TO ACTIVE ACCOUNT | External | 29 | 29 |
| 19 | PROMISSORY BILL | External | 865 | 266 |

| | | | | |
|----|---|----------|-------|-----|
| 20 | BILLING ADJUSTMENT | External | 1469 | 309 |
| 21 | APPLICATION FOR SENIOR CITIZEN DISCOUNT | External | 132 | 102 |
| 22 | BASIC PERSONNEL INFORMATION | Internal | 234 | 148 |
| 23 | ELECTRONIC BILLS PAYMENT (LANDBANK) | External | 3983 | 353 |
| 24 | ELECTRONIC BILL PAYMENT (G-CASH) | External | 41987 | 384 |
| 25 | OUTSTANDING BILL INQUIRY | External | 120 | 94 |
| | | TOTAL | | |

D. Sampling Details

i. Applied Confidence Level and Margin of Error

The following formula is provided through a sampling calculator in CSM Guidelines for determining the minimum number of respondents with 95% confidence level and 5% margin of error:

$$\begin{aligned} & \text{Minimum number of respondents per service} \\ & = \frac{\text{Total number of transactions annually}(384.16)}{((\text{Total number of transactions annually} - 1) + 384.16)} \end{aligned}$$

ii. Discussion of Response Rates

The response rate is as expected since the number of transactions for the year is already as anticipated. The units concerned were pre-informed of the number of survey questionnaires to be filled-out by clients.

III. METHODOLOGY

A. Mode of Survey Implementation

Data are gathered using survey questionnaire, both in site and online. 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 MKWD but they properly represent the clients served.

Distribution of Google form link are tasked to frontline divisions/units concerned and posted to MKWD website, listed as follows:

1. Cash Management Division
2. Water Quality Unit (Laboratory)
3. Water Resources and Production Department
4. Planning and Design Division
5. Construction Division (Service Connection Unit)
6. Customer Accounts Division
7. Bids and Awards Committee
8. Customer Services Division

9. Human Resources Division
10. Admin Assistant/Resident IT

B. Feedback and Collection Mechanism

Survey sheets are collected daily by frontline divisions/units. If there are feedbacks/concerns which require immediate action, copy is endorsed to concerned unit. Result of survey is consolidated in monthly basis by Committee on Anti-Red Tape.

C. Scoring System

The instrument consists of structured survey questionnaires using 5-point Likert Scale, with equivalent spectrum as follows:

| Scale | Rating |
|-------|----------------------------|
| 5 | Strongly Agree |
| 4 | Agree |
| 3 | Neither Agree nor Disagree |
| 2 | Disagree |
| 1 | Strongly Disagree |

The overall score for the 8 Service Quality Dimensions (SQD's) of the CSM survey were computed based on the following formula:

$$\text{Overall Score} = \frac{\text{Number of "Strongly Agree" answers} + \text{Number of "Agree" answers}}{(\text{Total number of Respondents} - \text{Number of N/A answers})}$$

D. How the numerical results will be interpreted

The interpretation of the results are as follows:

| Percentage | Rating |
|---------------|-------------------|
| Below 60.0% | Poor |
| 60.0% - 79.9% | Fair |
| 80.0% - 89.9% | Satisfactory |
| 90.0% - 94.9% | Very Satisfactory |
| 95.0% - 100% | Outstanding |

IV. DATA AND INTERPRETATION

A. Demographic Profile

The demographics of respondents show that the respondents were generally at 50-64 years old and within the working age of 20-49 years old. The respondents were also almost equally divided based on gender.

| D1. Age | | External | Internal | Overall |
|----------------|-----------------|-----------------|-----------------|----------------|
| 1 | 19 or lower | 10.5% | 0.5% | 11.0% |
| 2 | 20-34 | 18.1% | 0.5% | 18.6% |
| 3 | 35-49 | 18.1% | 0.8% | 18.9% |
| 4 | 50-64 | 30.3% | 1.5% | 31.9% |
| 5 | 65 or higher | 10.2% | 0.2% | 10.3% |
| 6 | Did not specify | 9.1% | 0.3% | 9.4% |

| D2. Sex | | External | Internal | Overall |
|----------------|-----------------|-----------------|-----------------|----------------|
| 1 | Male | 38.2% | 2.2% | 40.4% |
| 2 | Female | 44.7% | 1.4% | 46.1% |
| 3 | Did not specify | 13.3% | 0.2% | 13.5% |

The result also shows that 44% of the respondents are coming from Kidapawan City which is as expected since Kidapawan City composes most of MKWD service connections.

| D3. Service Area | | External | Internal | Overall |
|-------------------------|---------------|-----------------|-----------------|----------------|
| 1 | Kidapawan | 43% | 2% | 44% |
| 2 | Makilala | 12% | 0% | 13% |
| 3 | Matalam | 11% | 0% | 11% |
| 4 | Magpet | 17% | 1% | 17% |
| 5 | Not specified | 14% | 1% | 14% |

Client Type were almost equally divided, except for the Citizens comprising 34% of respondents which represent individual service connections with residential classification.

| D4. Client Type | | External | Internal | Overall |
|------------------------|---------------|-----------------|-----------------|----------------|
| 1 | Citizen | 30% | 4% | 34% |
| 2 | Business | 24% | 0% | 24% |
| 3 | Government | 21% | 0% | 21% |
| 4 | Not specified | 21% | 0% | 21% |

B. Count of CC and SQD Results

43.6% of the respondents show that the customers are aware of the presence of the Citizen's Charter, 48.6% are saying that the Citizen's

Charter is somewhere easy to see, 48.2% are saying that the Citizen's Charter helped them in the transaction with MKWD.

| Citizen's Charter Answers | | Responses | Percentage |
|----------------------------------|--|------------------|-------------------|
| CC1. | Which of the following describes your awareness of CC? | | |
| 1 | I know what a CC is and I saw this office's CC. | 1719 | 43.6% |
| 2 | I know what a CC is and but I did not see this office's CC. | 1438 | 36.5% |
| 3 | I learned of the CC only when I saw this office's CC. | 556 | 14.1% |
| 4 | I do not know what a CC is and I did not see this office's CC. | 230 | 5.8% |

| Citizen's Charter Answers | | Responses | Percentage |
|----------------------------------|---|------------------|-------------------|
| CC2. | If aware of CC, would you say that the CC of this office was..? | | |
| 1 | Easy to see | 1335 | 33.9% |
| 2 | Somewhere easy to see | 1915 | 48.6% |
| 3 | Difficult to see | 399 | 10.1% |
| 4 | Not visible at all | 294 | 7.5% |

| Citizen's Charter Answers | | Responses | Percentage |
|----------------------------------|---|------------------|-------------------|
| CC3. | If aware of CC, how much did the CC help you in your transaction? | | |
| 1 | Helped very much | 1899 | 48.2% |
| 2 | Somewhat helped | 1281 | 32.5% |
| 3 | Did not help | 763 | 19.4% |

In SQD0, the overall rating shows 90.0% overall score with very satisfactory rating.

| | Strongly Agree | Agree | Neither Agree nor Disagree | Disagree | Strongly Disagree | N/A | Total Responses | Overall |
|-------------|-----------------------|--------------|-----------------------------------|-----------------|--------------------------|------------|------------------------|----------------|
| SQD0 | 1459 | 1969 | 155 | 97 | 131 | 132 | 3943 | 90.0% |

The overall score of the services is 91.5% which is equivalent to very satisfactory rating. Lowest of all the SQD's are Responsiveness and Outcome

| | Strongly Agree | Agree | Neither Agree nor Disagree | Disagree | Strongly Disagree | N/A | Total Responses | Overall |
|------------------------------|-----------------------|--------------|-----------------------------------|-----------------|--------------------------|------------|------------------------|----------------|
| Responsiveness | 1385 | 2050 | 126 | 106 | 155 | 121 | 3943 | 89.9% |
| Reliability | 1534 | 1998 | 136 | 97 | 74 | 104 | 3943 | 92.0% |
| Access and Facilities | 1530 | 2042 | 113 | 95 | 63 | 100 | 3943 | 92.9% |
| Communication | 1517 | 2025 | 132 | 117 | 61 | 91 | 3943 | 92.0% |
| Costs | 1096 | 1440 | 71 | 71 | 39 | 1226 | 3943 | 93.3% |
| Integrity | 1512 | 2020 | 132 | 108 | 78 | 93 | 3943 | 91.7% |
| Assurance | 1457 | 1983 | 122 | 100 | 130 | 151 | 3943 | 90.7% |
| Outcome | 1374 | 2012 | 117 | 106 | 167 | 167 | 3943 | 89.7% |
| Overall | 11405 | 15570 | 949 | 800 | 767 | 2053 | 31544 | 91.5% |

Among all the services, Engineering Services, Test Bench and Balik-Connection gained 100% outstanding rating. 8 of the services received outstanding rating, 10 are very satisfactory and 7 are satisfactory.

The services showing lowest scores are the online services Electronic Bills Payment (Landbank), Electronic Bill Payment (G-Cash), and Outstanding Bill Inquiry which signify the need for improvement.

| | Rating |
|--|---------------|
| 1 Water Bill Payment | 95.8% |
| 2 Laboratory Services | 92.5% |
| 3 Engineering Services | 100.0% |
| 4 Bulk Water | 93.4% |
| 5 Other Unbilled Transactions | 96.7% |
| 6 New Service Connection | 92.6% |
| 7 Transfer Connection | 97.2% |
| 8 Transfer Source | 91.0% |
| 9 Transfer Meter Stand | 97.2% |
| 10 Transfer Name/Change Name | 89.8% |
| 11 Test Water Meter | 96.4% |
| 12 Test Bench | 100.0% |
| 13 Reclassification | 94.4% |
| 14 Plumbing Services | 90.9% |
| 15 Voluntary Disconnection | 89.4% |
| 16 Reconnection/Re-Open | 89.9% |
| 17 Balik Connection | 100.0% |
| 18 Charging of Inactive to Active Account | 91.8% |

| | | |
|----|---|-------|
| 19 | Promissory Bill | 90.6% |
| 20 | Billing Adjustment | 90.9% |
| 21 | Application For Senior Citizen Discount | 89.3% |
| 22 | Basic Personnel Information | 93.6% |
| 23 | Electronic Bills Payment (Landbank) | 84.8% |
| 24 | Electronic Bill Payment (G-Cash) | 87.7% |
| 25 | Outstanding Bill Inquiry | 84.1% |
| | Overall Score: | 91.5% |

C. Free responses

Some of the free responses from the survey were the following:

1. "Hatagan ug igong lugway sa pagbayad" (Provide us with ample time to pay)
2. "Satisfied client here"
3. "Insufficient water"
4. "Good service"
5. "Water Interruption always"
6. "Salamat sa 24 hours water" (Thank you for 24 hours water supply)
7. "Keep up the good work"

V. RESULTS OF AGENCY ACTION PLAN REPORTED IN PREVIOUS YEAR

Comparing with the previous year's CSM results there is a slight increase of CSM score (from 90.1% to 91.5%) which signifies improvement to the overall client satisfaction. However, the same as the last year, the e-payments received the lowest scores indicating that improvement of the e-payment must be explored.

VI. CONTINUOUS AGENCY IMPROVEMENT PLAN FOR THE FOLLOWING YEAR

The e-payment shall be seen as an avenue for providing faster mode of payment. Overall, the office shall continue to improve its intangible services, specifically the outcome and responsiveness in terms of addressing customer needs.

VII. INDEX

A. Client Satisfaction Measurement Survey