

# CITIZEN / CLIENT SATISFACTION REPORT 2020



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## **CITIZEN/CLIENT SATISFACTION REPORT FY 2020**

### **A. Description of the Methodology of the Citizen/Client Satisfaction Survey used for each Reported Service**

#### **i. Scope and Period Covered of the Citizen/Client Satisfaction Survey**

Carmona Water District (CWD) Citizen/Client Satisfaction Survey is designed to measure the concessionaires' satisfaction on the water supply and its quality as well as frontline services offered by the agency.

Satisfaction was measured using responsiveness, reliability, access & facilities, communication, costs, integrity, assurance and outcome as the criteria based on the respondents' rating on a five-point scale: 5-very satisfied, 4-satisfied, 3-neutral, 2-dissatisfied, and 1-very dissatisfied.

The period covered by the survey was from January to December 2020.

#### **ii. Methodology of the Citizen/Client Satisfaction Survey**

A simple random sampling was used in this survey to find out the concessionaires' satisfaction towards CWD's services. The survey used self-administered questionnaires for gathering data. The instrument contained both closed and open-ended questions on customers' satisfaction.

The respondents of the survey were availing the following services: Water Bill Payments, Service Applications, Service Requests and other Customer Requests. All concessionaires who had been attended by CWD personnel were given Customer Feedback Form but due to COVID-19 pandemic, there had been limited face-to-face transactions and strictly observed the health and safety protocols mandated by the Inter-Agency Task Force (IATF) and Local Government Unit (LGU).

As 2020 was dominated by the COVID-19 pandemic, the target number of 100 respondents per month was not covered; however, aside from the feedback form, the district also attended various queries through phone calls, emails and postings on the agency's Facebook page.

In compliance with the provisions of Memorandum Circular no. 2020-1 on the Guidelines on the Grant of the Performance-Based Bonus (PBB) for Fiscal Year (FY) 2020 dated June 2, 2020 under Executive Order No. 80, s. 2012 and Executive Order No. 201, s.2016, the Customer Feedback Form was modified in August 2020 to meet the guidelines set in conducting Citizen/Client Satisfaction Surveys. Therefore, there were two (2) Customer Feedback Forms used for the duration of FY 2020 shown in Figures 1 and 2.



Figure 1 shows a checklist with five (5) sections and nineteen (19) questions with corresponding choices. At the end of the survey form is an open space wherein concessionaires could write their comments, compliments or complaints.

Figure 1. Customer Feedback Form (January-July 2020)

Whereas, Figure 2 shows a checklist with three (3) sections namely: General Information, Customer Satisfaction Questionnaire inclusive of a 5-point rating scale and Comments/Compliments/Complaints. The General Information section was added from the previous form to clearly identify the characteristics of the respondents and to properly represent the citizens/clients served to collect accurate data. The questions under Customer Satisfaction were also amended to reflect the following service quality dimensions: responsiveness, reliability, accessibility, communication, costs, integrity and assurance.





<b>CARMONA WATER DISTRICT</b> <b>CUSTOMER FEEDBACK AND COMPLAINT FORM</b>				
<b>I. GENERAL INFORMATION</b> <input type="checkbox"/> Individual <input type="checkbox"/> Commercial <input type="checkbox"/> Government <b>Name (optional):</b> _____ <b>Gender:</b> _____ <b>Age:</b> _____ <b>Address:</b> _____ <b>Contact No. (Landline/Mobile):</b> _____ <b>Email:</b> _____				
<b>II. CUSTOMER SATISFACTION QUESTIONNAIRE:</b> 1. Naasikaso ba namin kayo nang maayos? 2. Ang idinulog ba ninyo sa amin ay naakasyunan? 3. Panatag ba kayo na ligtas ang tubig na aming isinusuplay? 4. Sapat ba ang presyur ng tubig sa inyong lugar? 5. Ang inyo bang tubig ay laging malinaw at mabuti ang lasa? 6. Kayo ba ay may suplay ng tubig sa loob ng 24/7? 7. Sistema ng serbisyo (pila, "first come, first serve", atbp) 8. Paghihiwalay ng basura (waste segregation) 9. Kalinisan at kaayusan ng aming pasilidad 10. Kagamitan bilang paghahanda sa anumang sakuna (Emergency Preparedness) 11. Kayo ba ay kontento sa aming mga payment centers / office? 12. Kayo ba ay may kamalayan sa mga programa ng CWD? 13. Kaalaman tungkol sa mga patakaran at serbisyo ng CWD 14. Information materials (posters, leaflets, etc.) 15. Presyo ng tubig 16. Pagiging mabait, magalang at matapat ng mga empleyado 17. Ang amin bang mga empleyado ay mapagkakatiwalaan? 18. Kakayahang makapagbigay ng kalutasan sa inyong dinudulog 19. Tiwala ba kayo na ipinapatupad namin ng maayos ang mga programa para sa kalikasan? 20. Kayo ba ay kontento sa kabuuang serbisyo sa tubig?				
<b>III. KOMENTO/PAPURI/REKLAMO</b> <div style="border: 1px solid black; height: 40px; width: 100%;"></div>				
<div style="text-align: right;">                         Prepared by: _____                          Name and Signature (optional)                     </div>				

COM-CSA-FO19-00

**Figure 2. Customer Feedback Form (August-December 2020)**

## B. Results of the Citizen/Client Satisfaction Survey FY 2020

### i. Respondent Criteria

For August-December 2020, information of the respondent concessionaires are presented below:

**Table 1. Type Client Served**

Individual	264	97.78%
Commercial	5	1.85%
Government	1	0.37%
<b>Total</b>	<b>270</b>	<b>100%</b>



**Table 2. Gender**

Male	121	44.81%
Female	149	55.19%
<b>Total</b>	<b>270</b>	<b>100%</b>

**Table 3. Age**

17 years old and below	1	0.37%
18-21 years old	15	5.56%
22-30 years old	61	22.59%
31-45 years old	96	35.56%
46 years old and above	95	35.19%
Not Specified	2	0.74%
<b>Total</b>	<b>270</b>	<b>100%</b>

Most respondents who answered the survey were individual accounts which comprised 264 out of 270 respondents or 97.78% of the total survey population. Five (5) of the respondents were commercial accounts and only one (1) government account. Both male and female respondents were able to participate in the survey where the female respondents were 10.38% higher than the male respondents. As for the respondents' age, most of them were 22-46 years old which was 93.33% of the total survey population.

**ii. Overall Client Satisfaction**

Due to pandemic, an average of 54 customers per month, excluding the Enhanced Community Quarantine (ECQ) period, were able to respond to the Customer Feedback Form totaling 498 forms collected as shown in Table 4.



**Table 4. Number of Feedback Forms**

January	60
February	53
March	12
April	N/A
May	N/A
June	56
July	47
August	58
September	57
October	53
November	51
December	51
<b>Total</b>	<b>498</b>

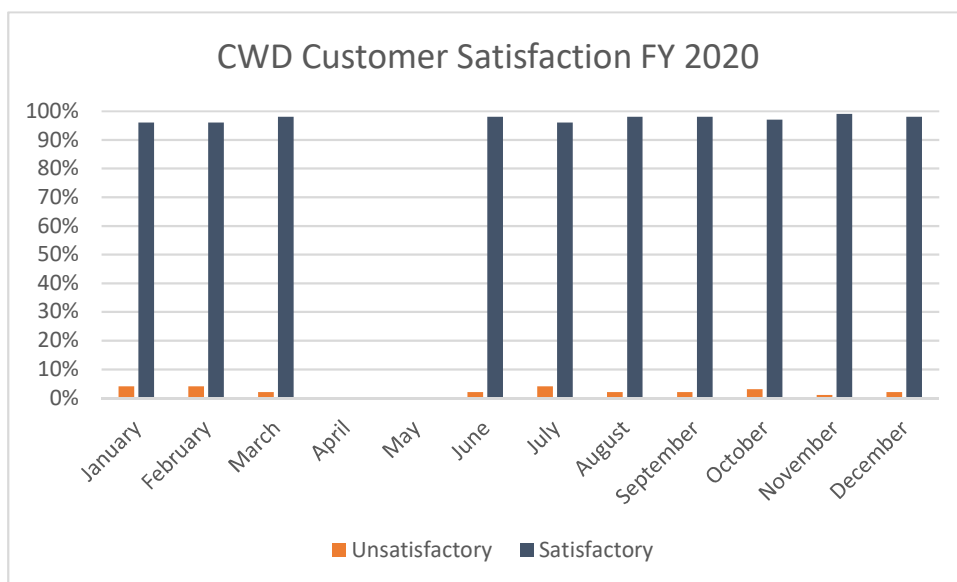
The Client/Customer Satisfaction for January-July 2020 were summarized based on the total satisfactory or unsatisfactory rate over the number of feedback forms. Figure 3 shows an actual sample of the monthly customer satisfaction rate.

NO. OF FEEDBACK FORMS					47
SATISFACTORY			UNSATISFACTORY		
223	232	43	6	2	= 506
98%			2%		
SATISFACTORY		UNSATISFACTORY			
304	4	16		=	324
94%		6%			
SATISFACTORY		UNSATISFACTORY			
96%		4%			

**Figure 3. Customer Satisfaction Rate for July 2020**

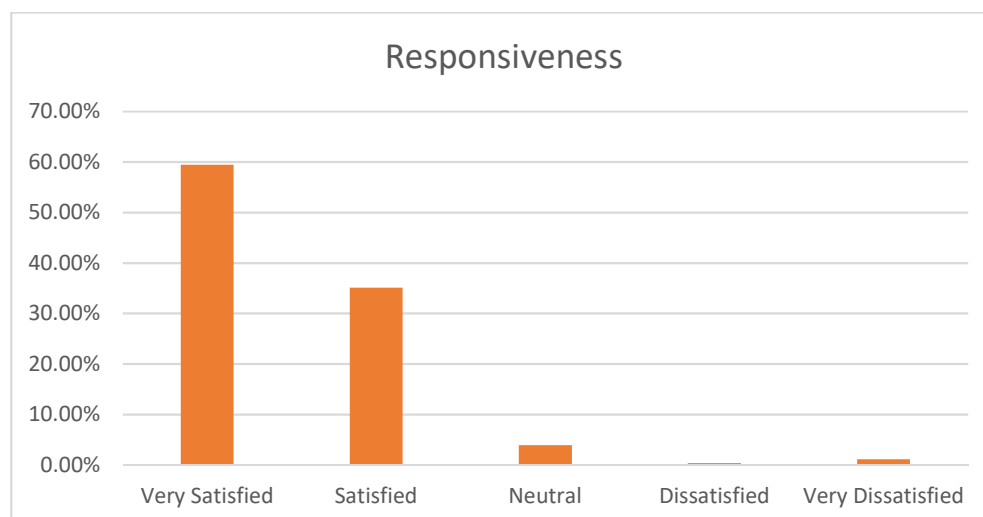


Whereas, Carmona Water District's overall Customer Satisfaction Rate for the year 2020 is 97% and only 3% of the respondents were unsatisfied. Although no survey was conducted during the onset of the COVID-19 pandemic, this result is considerably high compared to the previous year's satisfaction rating of 94%.



To effectively assess the agency's Customer Satisfaction rate, it had been broken down to eight (8) main sections based on the survey conducted from August-December 2020 with the new Customer Feedback Form namely: responsiveness, reliability, access and facilities, communication, costs, integrity, assurance and outcome.

The following graphs for RESPONSIVENESS and RELIABILITY summarize the result of each category to measure the satisfaction level and progress to sustain continuous organizational and service delivery improvement.





In the Customer Feedback Form, RESPONSIVENESS was measured by answering these questions:

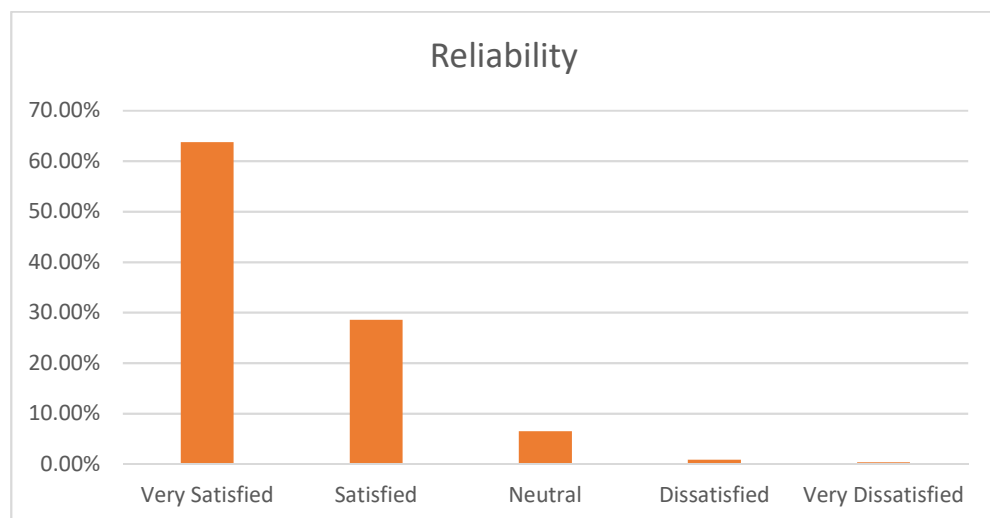
- *Naasikaso ba namin kayo nang maayos?*
- *Ang idinulog ba ninyo sa amin ay naaksyunan?*

The results of both questions were averaged to come up with the total percentage. Hence, 94.61% of the respondents were satisfied with CWD's willingness to help, assist and provide prompt service to its concessionaires. Based on customers' comments, they were happy of the smooth and prompt service of CWD employees.

On the other hand, 3.90% of respondents were neutral regarding CWD's responsiveness while 1.49% of the respondents did not find CWD responsive. As per customer feedback, there was a respondent who was not satisfied with how he/she was treated by an employee; however, he/she did not specify the exact incident of his/her experience.

Another service quality dimension that we looked at with the survey was RELIABILITY. This was measured from the answers to the following questions:

- *Panatag ba kayo na ligtas ang tubig na aming isinusuplay?*
- *Sapat ba ang presyur ng tubig sa inyong lugar?*
- *Ang inyo bang tubig ay laging malinaw at mabuti ang lasa?*
- *Kayo ba ay may suplay ng tubig sa loob ng 24/7?*



Based on the ratings of the respondents, 63.76% were very satisfied and 28.54% were satisfied with CWD's reliability. Data show a high satisfaction rate that can be supported by customer comments. Most of the respondents were very satisfied with the cleanliness and the 24/7 water availability. In contrast, there were some concessionaires who commented that there were times that CWD's water was unclear or rusty and weak flow of water. This can be justified by 0.85% who rated dissatisfied and 0.37% who rated very dissatisfied in the survey. Further, there were 6.48% respondents who rated neutral.





Aside from responsiveness and reliability, other qualities were considered in the evaluation as per Table 5:

**Table 5. Service Quality Results (August-December 2020)**

Service Quality Dimension	By Critical Service	Overall Service
Responsiveness	94.61%	94.61%
Reliability	92.30%	92.30%
Access and Facilities	100%	100%
Communication	100%	100%
Costs	100%	100%
Integrity	100%	100%
Assurance	100%	100%
Outcome	100%	100%
Overall Score	98.36%	98.36%

ACCESS AND FACILITIES was rated with the following questions:

- *Sistema ng serbisyo (pila, "first come, first serve", atbp)*
- *Paghihiwalay ng basura (waste segregation)*
- *Kalinisan at kaayusan ng aming pasilidad.*
- *Kagamitan bilang paghahanda sa anumang sakuna (Emergency Preparedness)*
- *Kayo ba ay kontento sa aming mga payment centers / office?*

One hundred percent (100%) of the respondents who answered the above questions rated access and facilities as very satisfied. A comment commended CWD for the systematic and good service. However, there was a feedback to check a water line due to a leak.

COMMUNICATION was assessed using the below questions:

- *Kayo ba ay kontento sa aming mga payment centers / office?*
- *Kaalaman tungkol sa mga patakaran at serbisyo ng CWD*
- *Information materials (posters, leaflets, etc.)*

The respondents rated CWD's information dissemination as 100% very satisfied. There were just a few respondents who were concerned that they were not informed during water disconnection during non-payment of water bill.



Only one (1) question was considered for COST:

- *Presyo ng tubig*

One hundred percent (100%) of the respondents who answered the above were very satisfied with CWD's water rate. However, there was a suggestion not to impose the P150.00 disconnection fee if recently disconnected.

For INTEGRITY, the following questions were answered by our survey respondents:

- *Pagiging mabait, magalang at matapat ng mga empleyado*
- *Ang amin bang mga empleyado ay mapagkakatiwalaan?*

Integrity is an important factor in considering customer satisfaction. It is the assurance that there is honesty, justice, fairness and trust in each service. For Carmona Water District, 100% of the respondents were very satisfied with the employees' integrity. This means that the concessionaires were confident that the agency ensures integrity in dealing with the citizens/clients and businesses. Respondents commended the good management, excellent service and accommodating employees.

ASSURANCE was measured by the answers to the following questions:

- *Kakayahang makapagbigay ng kalutasan sa inyong dinudulog?*
- *Tiwala ba kayo na ipinapatupad namin ng maayos ang mga programa para sa kalikasan?*

Data indicate that 100% of the respondents who answered the above questions were very satisfied. Feedback include the quick action to their concerns and to continue the good service to the citizens of Carmona.

Finally, OUTCOME was evaluated with this question:

- *Kayo ba ay kontento sa kabuuang serbisyo sa tubig*

As for the outcome of the intended benefits of our agency's service, 100% of the respondents were very satisfied. Most of the respondents commented that their concerns were promptly addressed as well as the overall water service.

## CONCLUSION

Based on the results of the Citizen/Client Satisfaction Survey FY 2020, it can be concluded that 97% of Carmona Water District's concessionaires were satisfied with the agency's services based on the following service quality dimensions: responsiveness, reliability, access & facilities, communication, costs, integrity, assurance and outcome as rated by the survey respondents.

CWD aced the access & facilities, communication, costs, integrity, assurance and outcome categories. Overall, CWD's satisfaction rating is excellent but there are several areas that can still be improved.



## RECOMMENDATIONS

Results of the survey recommend that Carmona Water District should maintain its employees' smooth and prompt service at all times. Advance notification on the CWD activities that will affect the supply and quality of water. Continue to improve the leak detections and continuous monitoring of ages and quality of meter installed. Proper information dissemination through different platforms.

### C. Results of Improvement Action Plans Identified in 2019

For the year 2019, Carmona Water District received a total of six hundred fifty-three (653) Customer Feedback Forms collated and reviewed with 94% satisfactory and 6% unsatisfactory result.

**Table 6. 2019 Improvement Action Plan Results**

Action Plan for 2019	Result of Action for 2020
<ul style="list-style-type: none"> <li>Improve the Customer Feedback Form to make data easier to tabulate and analyze</li> </ul>	<ul style="list-style-type: none"> <li>In compliance with the provisions of Memorandum Circular no. 2020-1 dated June 2, 2020, the Customer Feedback Form was modified on August 2020 to meet the guidelines set in conducting Citizen/Client Satisfaction Surveys.</li> </ul>
<ul style="list-style-type: none"> <li>Utilize CWD's Facebook page/account as another way to let concessionaires answer the Customer Feedback Form</li> </ul>	<ul style="list-style-type: none"> <li>CWD's Facebook page/account was used to attend to various queries and announcement postings. Due to the low return rate in this platform, the agency was not able to utilize this in answering the Customer Feedback Form.</li> </ul>
<ul style="list-style-type: none"> <li>Discuss significant customer feedback during Weekly Staff Meeting to let the management be aware and suggest ideas for continual improvement</li> </ul>	<ul style="list-style-type: none"> <li>Customer Feedback discussions were incorporated in every Staff Meeting to suggest actions to be made by the management in addressing citizen/client concerns and for future improvements.</li> </ul>
<ul style="list-style-type: none"> <li>Use the results gathered from the survey to address customer needs and expectations for the agency</li> </ul>	<ul style="list-style-type: none"> <li>Based from the results of the previous year's Citizen/Client Satisfaction survey, the agency was able to address most of the concessionaires' needs which can be attested by the increase in customer satisfaction rating from 94% in 2019 to 97% in 2020.</li> </ul>



<ul style="list-style-type: none"> <li>▪ Use the gathered data to identify opportunities and implement changes to improve the agency's water services</li> </ul>	<ul style="list-style-type: none"> <li>▪ Various improvements were made in 2020 to improve the agency's water services including the implementation of Bill Incentive Program, Procurement of Conversion into Digital Meter Reading and Billing System and the approval of the Resolution Amending CWD's Policy on Replacement of Water Meter</li> </ul>
<ul style="list-style-type: none"> <li>▪ Consistent compliance to several performance targets such as but not limited to the ff:                             <ul style="list-style-type: none"> <li>❖ Access to potable water</li> <li>❖ Reliability of the service</li> <li>❖ Adequacy</li> <li>❖ NRW</li> <li>❖ Potability</li> <li>❖ Customer Satisfaction</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ CWD has been consistently compliant with the following performance targets namely:                             <ul style="list-style-type: none"> <li>❖ Total of 204 water samples were taken for Bacteriological Test with no negative results</li> <li>❖ Total of 14 water samples were taken for Physical and Chemical Test with no negative results</li> <li>❖ Daily chlorine residual monitoring within the prescribed standard</li> <li>❖ 16,020 or 100% of household connections are receiving 24/7 supply of water</li> <li>❖ Adequacy was measured as 1.34:1 (rated capacity of sources/demand)</li> <li>❖ 20.6% on Non-Revenue Water</li> <li>❖ Consistent monitoring of leakages and water meter calibration/accuracy</li> <li>❖ Regular flushing of pipelines either institutional or by request</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>▪ Continuous adherence on the current/latest rules and regulations of various regulating agencies</li> </ul>	<ul style="list-style-type: none"> <li>▪ CWD, headed by GM Aniline B. Francia, has maintained integrity in adhering to the rules and regulations set by regulating agencies through the compliance of its employees.</li> </ul>





#### **D. Continuous Improvement Plan FY 2021**

For continuity and to bring ongoing improvement to CWD's products, services or processes, we have identified a continuous improvement plan for the year 2021.

As an ISO 9001:2015-certified company since 2016 and newly certified for ISO 14001:2015 (Environmental Management System), customer satisfaction is a major priority for CWD. For FY 2021, CWD management commits to continuously improve its services to its concessionaires. Further, the following actions will be carried out:

- Improve the Survey Sampling Coverage to represent the entire population of citizens/clients served. This will be achieved by being more persistent and by targeting more respondents. This way, measuring customer satisfaction will be more realistic.
- Utilize CWD's Facebook page/account as another way to let concessionaires answer the Customer Feedback Form
- Discuss significant customer feedback during Weekly Staff Meeting to let the management be aware and suggest ideas for continual improvement
- Use the results gathered from the survey to address customer needs and expectations for the agency
- Use the gathered data to identify opportunities and implement changes to improve the agency's water services
- Consistent compliance to several performance targets such as but not limited to the ff:
  - ❖ Access to potable water
  - ❖ Reliability of the service
  - ❖ Adequacy
  - ❖ NRW
  - ❖ Potability
  - ❖ Customer Satisfaction
- Continuous adherence on the current/latest rules and regulations of various regulating agencies

#### **E. Agency Best Practice Report**

Carmona Water District is always making a way to ensure that its concessionaires are provided with relevant and citizen-centric service for the convenience, health and safety of its concessionaires.

Due to the onset of the COVID-19 pandemic, there was a challenge in guaranteeing that our concessionaires keep their water bills up-to-date due to the imposition of lockdowns and ensuring social distancing to alleviate the spread of the virus. Although there are available physical payments in place, there was a need to secure another payment method which is safer for most citizens/clients. With this, in partnership with Bayad Center, our Commercial/Billing Department secured a digital payment service through PayMaya. Using this service, concessionaires can pay their bills online without leaving their homes.



As a result of this initiative:

- Our agency was able to strictly follow the health and safety protocols set by the government
- CWD concessionaires enjoy the comfort of paying their bills online while they are kept safe in their homes and their bills up-to-date with payment
- Less concessionaires paying their bill in the office means there is also less likelihood of contracting the virus for our frontline staff as evident that there was no staff tested positive for COVID-19
- Frontline staff ensure productivity as they will only be able to attend to the most urgent needs of citizens/clients
- Aside from the existing third party collecting agents such as SM Bills Payment, M Lhuiller and Bayad Center, the introduction of an online payment facility achieved a higher turnout of collections. With PayMaya/Bayad Center, there is a 166.08% increase in collections from P5,045,817.74 for 2019 to P13,425,677.73 for 2020.

Carmona Water District is committed to promote excellence by sharing best practices to our fellow local water districts. In doing so, we are assuring that we take into consideration all the feedback from our concessionaires to address their needs. Our upcoming projects for 2021 and the years to come will always be better.

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March 18, 2021