

CITIZEN / CLIENT SATISFACTION REPORT

2021





REPUBLIC OF THE PHILIPPINES

CARMONA WATER DISTRICT

(LWUA CCC No. 561)

ISO CERTIFICATE No. 80132/A/0001/UK/En

Blk. 8, Lot 8, Joy St., Cityland Subdivision, Brgy. Mabuhay, Carmona, Cavite

Tel No. (046) 430-0832 loc. 101-112, Fax No. (046) 430-1705

Email Add : carmonawd@yahoo.com

CITIZEN/CLIENT SATISFACTION REPORT FY 2021

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 2021.

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.

The target number of 100 respondents per month was achieved except January. Aside from the feedback form, the agency also caters various queries through phone calls, social media platform and e-mails.

The Customer Feedback Form used by the Carmona Water District is 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.



REPUBLIC OF THE PHILIPPINES

CARMONA WATER DISTRICT

(LWUA CCC No. 561)

ISO CERTIFICATE No. 80132/A/0001/UK/En

Blk. 8, Lot 8, Joy St., Cityland Subdivision, Brgy. Mabuhay, Carmona, Cavite

Tel No. (046) 430-0832 loc. 101-112, Fax No. (046) 430-1705

Email Add: carmonawd@yahoo.com

bro@carmonawd.gov.ph

CARMONA WATER DISTRICT
CUSTOMER FEEDBACK AND COMPLAINT FORM

I. GENERAL INFORMATION
☐ Individual ☐ Commercial ☐ Government

Name (optional): _____
Gender: _____ Age: _____
Address: _____
Contact No. (Landline/Mobile): _____
Email: _____

II. CUSTOMER SATISFACTION QUESTIONNAIRE:

1. Naasikaso ba namin kayo nang maayos?
2. Ang idinulog ba ninyo sa amin ay naaksyunan?
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?

III. KOMENTO/PAPURI/REKLAMO

Prepared by: _____
Name and Signature (optional)

COM-CSA-FO19-00

Figure 1. Customer Feedback and Complaint Form

Figure 1 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.



REPUBLIC OF THE PHILIPPINES

CARMONA WATER DISTRICT

(LWUA CCC No. 561)

ISO CERTIFICATE No. 80132/A/0001/UK/En

Blk. 8, Lot 8, Joy St., Cityland Subdivision, Brgy. Mabuhay, Carmona, Cavite

Tel No. (046) 430-0832 loc. 101-112, Fax No. (046) 430-1705

Email Add : carmonawd@yahoo.com

B. Results of the Citizen/Client Satisfaction Survey FY 2021

i. Respondent Criteria

For January - December 2021, information of the respondent concessionaires is presented below:

Table 1. Type Client Served

Individual	1147	99.31%
Commercial	8	0.69%
Government	0	0
Total	1,155	100%

**Table 2. Gender**

Male	426	36.88%
Female	729	63.12%
Total	1,155	100%

Table 3. Age

17 years old and below	6	0.52%
18-21 years old	96	8.31%
22-30 years old	336	29.09%
31-45 years old	435	37.66%
46 years old and above	282	24.42%
Total	1,155	100%

Most respondents who answered the survey were individual accounts which comprised 1,147 out of 1,155 respondents or 99.31% of the total survey population. Eight (8) of the respondents were Commercial accounts. Both male and female respondents were able to participate in the survey whereas the female respondents were 26.24% higher than male respondents. As for the respondent's age, most of them were 31-45 years old which was 37.66% of the total survey population.

ii. Overall Client Satisfaction

An average of 96 customers per month were able to respond to the Customer Feedback and Complaint Form as shown in Table 4.



REPUBLIC OF THE PHILIPPINES

CARMONA WATER DISTRICT

(LWUA CCC No. 561)

ISO CERTIFICATE No. 80132/A/0001/UK/En

Blk. 8, Lot 8, Joy St., Cityland Subdivision, Brgy. Mabuhay, Carmona, Cavite

Tel No. (046) 430-0832 loc. 101-112, Fax No. (046) 430-1705

Email Add : carmonawd@yahoo.com

Table 4. Number of Feedback Forms

January	55
February	100
March	100
April	100
May	100
June	100
July	100
August	100
September	100
October	100
November	100
December	100
Total	1,155



REPUBLIC OF THE PHILIPPINES

CARMONA WATER DISTRICT

(LWUA CCC No. 561)

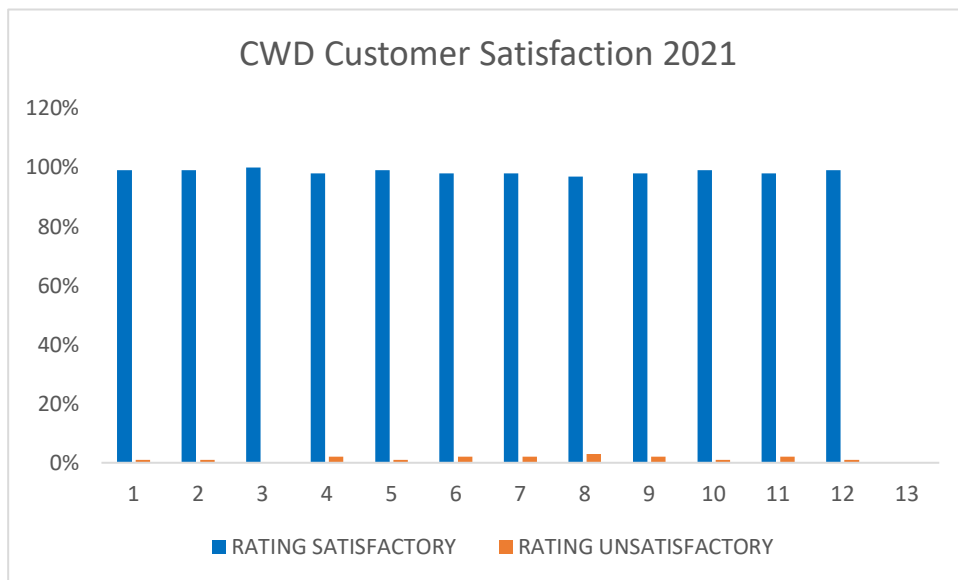
ISO CERTIFICATE No. 80132/A/0001/UK/En

Blk. 8, Lot 8, Joy St., Cityland Subdivision, Brgy. Mabuhay, Carmona, Cavite

Tel No. (046) 430-0832 loc. 101-112, Fax No. (046) 430-1705

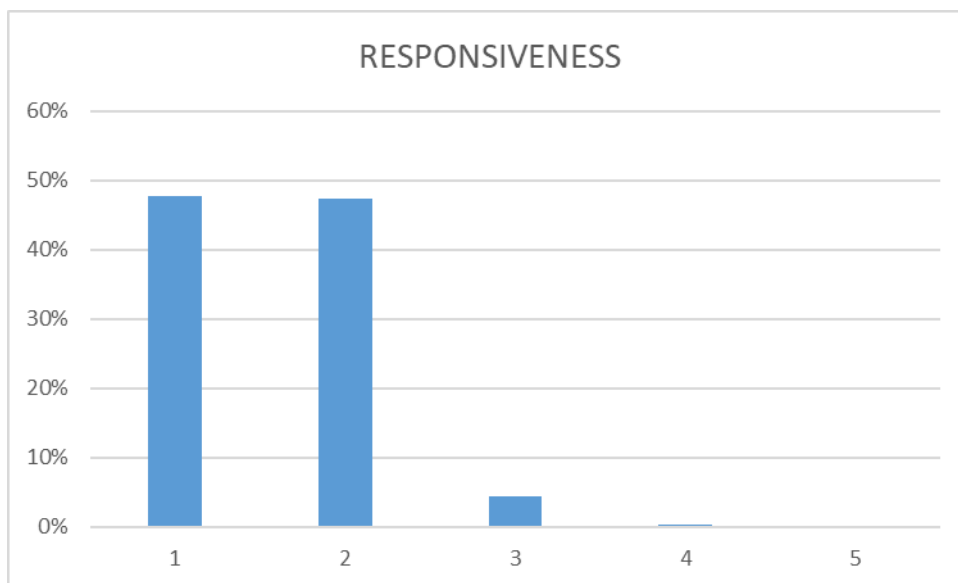
Email Add : carmonawd@yahoo.com

Whereas, Carmona Water District's overall Customer Satisfaction Rate for the year 2021 is 98% and only 2% of the respondents were unsatisfied.



To effectively assess the agency's Customer Satisfaction rate, it had been broken down to eight (8) main sections 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.





REPUBLIC OF THE PHILIPPINES

CARMONA WATER DISTRICT

(LWUA CCC No. 561)

ISO CERTIFICATE No. 80132/A/0001/UK/En

Blk. 8, Lot 8, Joy St., Cityland Subdivision, Brgy. Mabuhay, Carmona, Cavite

Tel No. (046) 430-0832 loc. 101-112, Fax No. (046) 430-1705

Email Add : carmonawd@yahoo.com

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

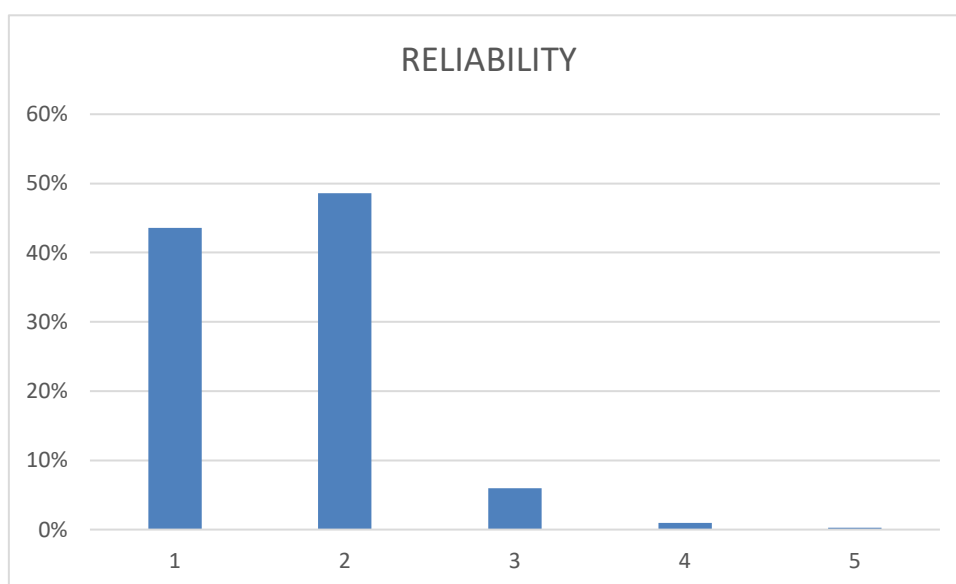
- ☐ Naasikaso ba namin kayo nang maayos?
- ☐ Ang idinulog ba ninyo sa amin ay naaksyunan?

The results of both questions were averaged to come up with the total percentage. Hence, 95% 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, 5% of respondents were neutral regarding CWD's responsiveness.

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, 44% were very satisfied and 49% 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. There were 6% of 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 (January – December 2021)

Service Quality Dimension	By Critical Service	Overall Service
Responsiveness	95%	95%
Reliability	93%	93%
Access and Facilities	88%	88%
Communication	84%	84%
Costs	82%	82%
Integrity	94%	94%
Assurance	84%	84%
Outcome	95%	95%
Overall Score	89.40%	89.40%

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?

Eighty-eight percent (88%) of the respondents who answered the above questions rated access and facilities are satisfied.

COMMUNICATION was assessed using the below questions:

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

Eighty-four percent (84%) of the respondents who answered the above questions rated communication are satisfied. Some of the respondents suggests to have disconnection notice before their disconnection date.



REPUBLIC OF THE PHILIPPINES

CARMONA WATER DISTRICT

(LWUA CCC No. 561)

ISO CERTIFICATE No. 80132/A/0001/UK/En

Blk. 8, Lot 8, Joy St., Cityland Subdivision, Brgy. Mabuhay, Carmona, Cavite

Tel No. (046) 430-0832 loc. 101-112, Fax No. (046) 430-1705

Email Add : carmonawd@yahoo.com

Only one (1) question was considered for COST:

- ☐ Presyo ng tubig

Eighty-two percent (82%) of the respondents who answered the above were very satisfied with CWD's water rate. However, some of the respondents complain on the reconnection fee imposed by the agency and the 10% penalty on over-due water bills.

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, 94% of the respondents were 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 complimented the excellent customer 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?

84% of the respondents who answered the above questions were satisfied. Respondents commended that their complaints were immediately resolved.

Finally, OUTCOME was evaluated with this question:

- ☐ Kayo ba ay kontento sa kabuuang serbisyo sa tubig

95% of the respondents were very satisfied with the agency's outcome.

CONCLUSION

Based on the results of the Citizen/Client Satisfaction Survey FY 2021, it can be concluded that 89% 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 is consistently improving and it is evident in the survey results. In general, the CWD's satisfaction rating is great but other areas should be improved also.



RECOMMENDATIONS

Carmona Water District should maintain and enhance its customer service throughout the years. Information dissemination regarding water interruptions, maintenance and other activities that will affect water supply shall be strictly observed.

C. Results of Improvement Action Plans Identified in 2019

For the year 2021, the Carmona Water District received a total of One Thousand One Hundred Fifty-Five Customer Feedback Forms. In which the agency received a 98% satisfaction and 2% unsatisfactory rate.

Table 6. 2019 Improvement Action Plan Results

Action Plan for 2019	Result of Action for 2021
<input type="checkbox"/> Improve the Customer Feedback Form to make data easier to tabulate and analyze	<input type="checkbox"/> The improved Customer Feedback Form helps the agency to easily identify the areas need for improvement.
<input type="checkbox"/> Utilize CWD's Facebook page/account as another way to let concessionaires answer the Customer Feedback Form	<input type="checkbox"/> 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.
<input type="checkbox"/> Discuss significant customer feedback during Weekly Staff Meeting to let the management be aware and suggest ideas for continual improvement	<input type="checkbox"/> 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.
<input type="checkbox"/> Use the results gathered from the survey to address customer needs and expectations for the agency	<input type="checkbox"/> 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 97% in 2020 to 98% in 2021.



<p>□ Use the gathered data to identify opportunities and implement changes to improve the agency's water services</p>	<p>□ The CWD implemented the Read & Bill System last February 2021 and partnered with a new third party collecting agent, ECPay, concessionaires can now pay their water bills through GCash.</p>
<p>□ Consistent compliance to several performance targets such as but not limited to the ff:</p> <ul style="list-style-type: none"> □ Access to potable water □ Reliability of the service □ Adequacy □ NRW □ Potability □ Customer Satisfaction 	<p>□ CWD has been consistently compliant with the following performance targets namely:</p> <ul style="list-style-type: none"> □ Total of 206 water samples were taken for Bacteriological Test with no negative results □ Total of 15 water samples were taken for Physical and Chemical Test with no negative results □ Daily chlorine residual monitoring within the prescribed standard □ 16,608 or 100% of household connections are receiving 24/7 supply of water □ Adequacy was measured as 1.62:1 (rated capacity of sources/demand) □ 18.42% on Non-Revenue Water □ Consistent monitoring of leakages and water meter calibration/accuracy □ Regular flushing of pipelines either institutional or by request
<p>□ Continuous adherence on the current/latest rules and regulations of various regulating agencies</p>	<p>□ 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.</p>



REPUBLIC OF THE PHILIPPINES

CARMONA WATER DISTRICT

(LWUA CCC No. 561)

ISO CERTIFICATE No. 80132/A/0001/UK/En

Blk. 8, Lot 8, Joy St., Cityland Subdivision, Brgy. Mabuhay, Carmona, Cavite

Tel No. (046) 430-0832 loc. 101-112, Fax No. (046) 430-1705

Email Add : carmonawd@yahoo.com

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 2022.

As an ISO 9001:2015-certified company since 2016 and ISO 14001:2015 (Environmental Management System) certified, customer satisfaction is a major priority for CWD. For FY 2022, 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.

CWD has introduced the Read and Bill System last February 2021. Concessionaires will now immediately receive their water bill on the day of its reading date. Due to the current situation of our country brought by COVID-19 pandemic and due to the insistent demand of some concessionaires to open GCash as another payment window. In line of this, the agency enters into an agreement with ECPay. With ECPay, concessionaires may now pay their water bills on its collecting partners such as Gcash, 7-Eleven, Tambunting Pawnshop, Expresspay, Truemoney and other retail establishments. Through this, concessionaires have other options so that they can pay their water bills online without leaving their home.



REPUBLIC OF THE PHILIPPINES

CARMONA WATER DISTRICT

(LWUA CCC No. 561)

ISO CERTIFICATE No. 80132/A/0001/UK/En

Blk. 8, Lot 8, Joy St., Cityland Subdivision, Brgy. Mabuhay, Carmona, Cavite

Tel No. (046) 430-0832 loc. 101-112, Fax No. (046) 430-1705

Email Add: carmonawd@yahoo.com carmonawd@gov.ph

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 new collecting partner ECPay. The agency achieved a higher turnout of collections. There is a 257.57% increase in collections from P13,425,677.73 for 2020 to P34,580,576.55 for 2021.

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 2022 and the years to come will always be better.

Prepared by:

LUISA MAY F. LAURA
Customer Service Assistant E
March 29, 2022

Approved by:

ENGR. ANILINE B. FRANCIA
General Manager
March 29, 2022