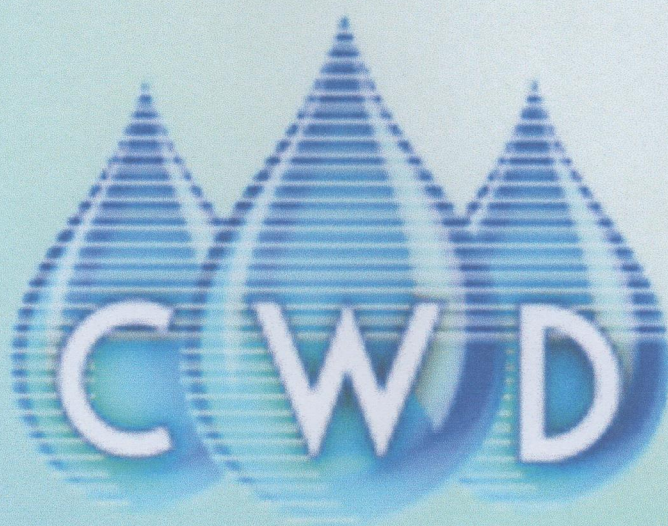


CITIZEN / CLIENT

SATISFACTION

REPORT

2022





CITIZEN/CLIENT SATISFACTION REPORT FY 2022

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

The Carmona Water District (CWD) Citizen/Client Satisfaction Survey is designed to measure concessionaires' satisfaction with the agency's water supply and quality, as well as frontline services.

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 of the survey was from January to December 2022.

ii. Methodology of the Citizen/Client Satisfaction Survey

This survey used simple random sampling to determine concessionaires' satisfaction with CWD's services. Self-administered questionnaires were used to collect data for the survey. The questionnaire included both closed and open-ended questions about customer satisfaction.

Water Bill Payments, Service Applications, Service Requests, and other Customer Requests were among the services used by survey respondents. CWD personnel distributed Customer Feedback Forms to all concessionaires who visited CWD.

For the year 2022, the target of 100 respondents per month was reached. Aside from the feedback form, the agency handles a variety of inquiries via phone calls, social media platforms, and e-mail.

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.

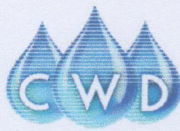


CARMONA WATER DISTRICT CUSTOMER FEEDBACK AND COMPLAINT FORM				
I. GENERAL INFORMATION				
<input type="checkbox"/> Individual <input type="checkbox"/> Commercial <input type="checkbox"/> Government				
Name (optional): _____				
Gender: _____ Age: _____				
Address: _____				
Contact No. (Landline/Mobile):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

COM-CSA-F019-00

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. To collect accurate data, the General Information section is used to clearly identify the characteristics of the respondents and to properly represent the citizens/clients served. The Customer Satisfaction questions were designed to reflect the following service quality dimensions: responsiveness, dependability, accessibility, communication, costs, integrity, and assurance.

**B. Results of the Citizen/Client Satisfaction Survey FY2022****i. Respondent Criteria**

For January - December 2022, information of the respondent concessionaires is presented below:

Table 1. Type Client Served

Individual	1193	99.42%
Commercial	7	0.58%
Government	0	0
Total	1,200	100%

**Table 2. Gender**

Male	457	38.08%
Female	743	61.92%
Total	1,200	100%

Table 3. Age

17 years old and below	15	1.25%
18-21 years old	75	6.25%
22-30 years old	302	25.17%
31-45 years old	448	37.33%
46 years old and above	360	30.0%
Total	1,200	100%

Individual accounts constituted the majority of survey respondents, accounting for 1,193 out of 1,200 respondents, or 99.42% of the total survey population. Commercial accounts accounted for seven (7) of the respondents. Both male and female respondents were able to participate in the survey, with female respondents outnumbering male respondents by 23.84%. In terms of age, the majority of respondents were between the ages of 31 and 45, accounting for 37.33% of the total survey population.

ii. Overall Client Satisfaction

An average of 100 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

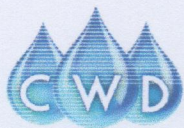
Blk. 8, Lot 8, Joy St., Cityland Subdivision, Brgy. Mabuhay, Carmona, Cavite

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

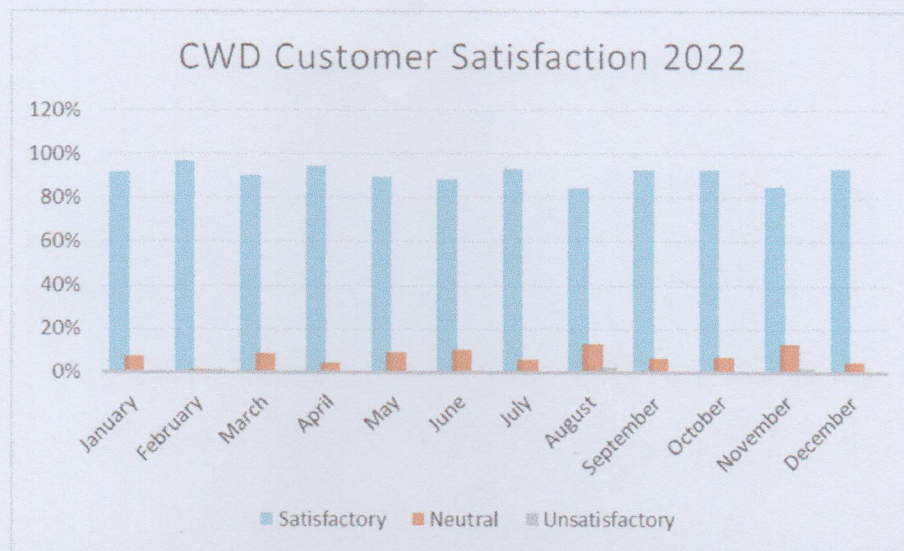
Email Add : carmonawd@yahoo.com

Table 4. Number of Feedback Forms

January	100
February	100
March	100
April	100
May	100
June	100
July	100
August	100
September	100
October	100
November	100
December	100
Total	1,200

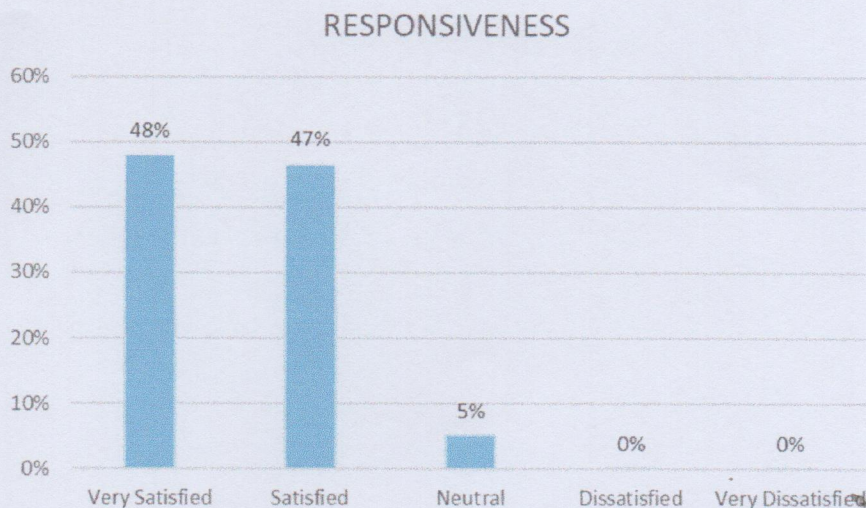


Carmona Water District's overall Customer Satisfaction Rate for 2022 is 91.38%, with 7% neutral and with only 1% of respondents unsatisfied.



To effectively assess the agency's Customer Satisfaction rate, it was divided into eight (8) major sections, which were as follows: responsiveness, reliability, access and facilities, communication, costs, integrity, assurance, and outcome.

The graphs for RESPONSIVENESS and RELIABILITY summarize the results of each category to measure the level of satisfaction and progress toward sustaining continuous organizational and service delivery improvement.





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

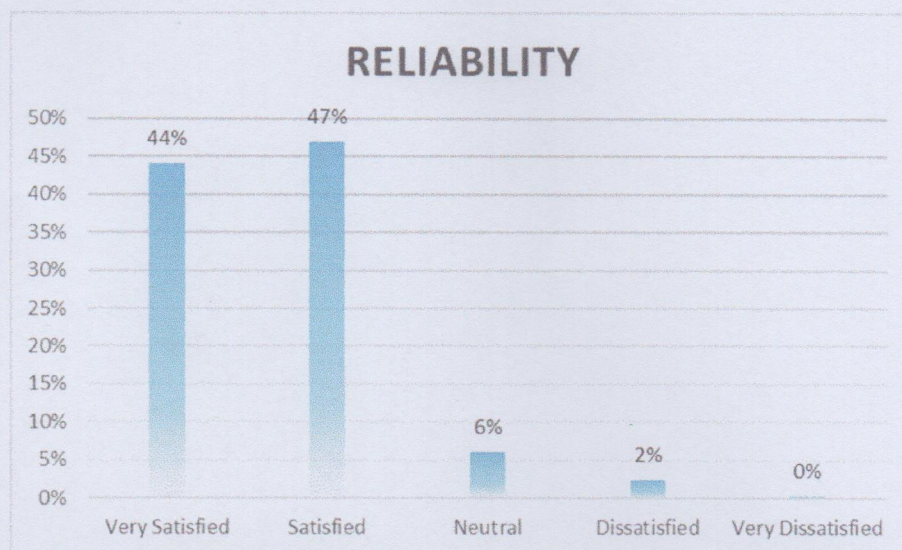
- ☐ Naasikaso ba namin kayo nang maayos?
- ☐ Ang idinulog ba ninyo sa amin ay naaksyunan?

The total percentage was calculated by averaging the answers to both questions. As a result, 95% of respondents were satisfied with CWD's willingness to assist, help, and provide prompt service to its concessionaires. Customers expressed satisfaction with the smooth and prompt service provided by 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 respondents' ratings, 44% were very satisfied and 47% were satisfied with CWD's reliability. Data show a high level of satisfaction, which is supported by customer feedback. The majority of respondents were very pleased with the cleanliness and availability of water 24 hours a day, seven days a week. The 6% of the respondents 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 2022)

Service Quality Dimension	By Critical Service	Overall Service
Responsiveness	95%	95%
Reliability	91%	91%
Access and Facilities	91%	91%
Communication	87%	87%
Costs	88%	88%
Integrity	95%	95%
Assurance	90%	90%
Outcome	94%	94%
Overall Score	91.38%	91.38%

ACCESS AND FACILITIES was rated with the following questions:

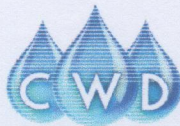
- ☐ Sistema ng serbisyo (pila, "first come, first serve", atbp)
- ☐ Paghihiwalay ng basura (waste segregation)
- ☐ Kalinisan at kaayusan ng aming pasilidad.
- ☐ Kagamitan bilang paghahanda sa anumang sakuna (Emergency Preparedness)
- ☐ Kayo ba ay kontento sa aming mga payment centers / office?

Ninety-one percent (91%) of respondents who answered the above questions said they were satisfied with access and facilities.

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.)

Eighty-seven percent (87%) of respondents who answered the above questions declared that they were satisfied with communication. Some respondents suggest that disconnectors should notify them before disconnecting their water service connection.



Only one (1) question was considered for COST:

- ☐ Presyo ng tubig

Eighty-eight percent (88%) of those who responded to the above feedback were very satisfied with CWD's water rate. However, some respondents appeal to the agency's reconnection fee and the 10% penalty on past-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. 95% of respondents were satisfied with the employees' integrity at Carmona Water District. This means that the concessionaires were confident that the agency would maintain integrity in its interactions with citizens/clients and businesses. Respondents praised the company's 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?

90% of those who responded to the preceding questions were satisfied. Respondents praised the prompt resolution of their complaints.

Finally, OUTCOME was evaluated with this question:

- ☐ Kayo ba ay kontento sa kabuuang serbisyo sa tubig

94% of the respondents were very satisfied with the agency's outcome.

CONCLUSION

Based on the results of the Citizen/Client Satisfaction Survey FY 2022, 91.38% of Carmona Water District's concessionaires were satisfied with the agency's services based on the following service quality dimensions as rated by survey respondents: responsiveness, reliability, access & facilities, communication, costs, integrity, assurance, and outcome.

CWD is making great progress, as evidenced by survey results. In general, the CWD has a high level of satisfaction, but other areas could be improved.



RECOMMENDATIONS

Carmona Water District should maintain and enhance its customer service over time. The dissemination of information about water interruptions, maintenance, and other activities that will affect water supply must be strictly observed to.

C. Results of Improvement Action Plans Identified in 2022

For the year 2022, the Carmona Water District received a total of One Thousand Two Hundred Fifty-Five Customer Feedback Forms. In which the agency received a 91.38% satisfaction, 7% neutral and 1% unsatisfactory rate.

Table 6. 2022 Improvement Action Plan Results

Action Plan for 2022	Result of Action Plan for 2022
<ul style="list-style-type: none">Improve the Customer Feedback Form to make data easier to tabulate and analyzeUtilize CWD's Facebook page/account as another way to let concessionaires answer the Customer Feedback FormDiscuss significant customer feedback during Weekly Staff Meeting to let the management be aware and suggest ideas for continual improvementUse the results gathered from the survey to address customer needs and expectations for the agencyUse the gathered data to identify opportunities and implement changes to improve the agency's water services	<ul style="list-style-type: none">The improved Customer Feedback Form helps the agency in easily determining what can be improved.CWD's Facebook page/account was used to respond to various inquiries and postings. Because of the low return rate on this platform, the agency was unable to use it to respond to the Customer Feedback Form.Customer Feedback discussions were included in every Staff Meeting to suggest actions that management should take to address citizen/client concerns and make future improvements.Based on the results of the previous year's Citizen/Client Satisfaction survey, the agency was able to meet the majority of the concessionaires' needs, as evidenced by the customer satisfaction rating of 91.38% for 2022.The CWD implemented the E-mail Bill Notification System and partnered with a new third party collecting agent, Landbank.Link.Biz.Portal, concessionaires can now pay their water bills through online via Landbank.



- | | |
|---|--|
| <ul style="list-style-type: none">▪ Consistent compliance to several performance targets such as but not limited to the ff:<ul style="list-style-type: none">○ Access to potable water○ Reliability of the service○ Adequacy○ NRW○ Potability▪ Customer Satisfaction | <ul style="list-style-type: none">▪ CWD has been consistently compliant with the following performance targets namely:<ul style="list-style-type: none">▪ Total of 216 water samples were taken for Bacteriological Test with no negative results▪ Total of 18 water samples were taken for Physical and Chemical Test with no negative results▪ Daily chlorine residual monitoring within the prescribed standard▪ 15,546 or 100% of household connections are receiving 24/7 supply of water▪ Adequacy was measured as 1.60:1 (rated capacity of sources/demand)▪ 19.98% on Non-Revenue Water▪ Consistent monitoring of leakages and water meter calibration/accuracy▪ Regular flushing of pipelines either institutional or by request |
| <ul style="list-style-type: none">▪ Continuous adherence on the current/latest rules and regulations of various regulating agencies▪ Implementation of Various Projects for FY 2022 | <ul style="list-style-type: none">▪ 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.▪ CWD started re-pipelaying in Bancal in order to decrease its Non-Revenue Water percentage.▪ Replacement of Over-aged Water Meter for reading accuracy |



D. Continuous Improvement Plan FY 2023

For continuity and to bring ongoing improvement to CWD's products, services or processes, we have identified a continuous improvement plan for the year 2023.

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 2023, CWD management commits to continuously improve its services to its concessionaires. Further, the following actions will be carried out:

- ☐ Starting in January 2023, CWD will implement the new Client Satisfaction Measurement Questionnaire in accordance with ARTA MC 2022-05.
- ☐ Increase the survey sampling coverage to ensure that the entire population of citizens/clients served is represented. This will be achieved by being more persistent and targeting a larger number of respondents. Measuring customer satisfaction will be more realistic as a result.
- ☐ Utilize CWD's Facebook page/account as an additional channel for concessionaires to respond to the Customer Feedback Form.
- ☐ Discuss significant customer feedback during the Weekly Staff Meeting to make management aware of it and to suggest ideas for continuous improvement.
- ☐ Use the survey results to address customer needs and expectations for the agency
- ☐ Utilize the collected data to identify opportunities and implement changes to improve the agency's water services.
- ☐ Consistent achievement of several performance targets, such as but not limited to the ff:
 - ☐ Access to potable water
 - ☐ Reliability of the service
 - ☐ Adequacy
 - ☐ NRW
 - ☐ Potability
 - ☐ Customer Satisfaction
- ☐ Implementation of Septage Management Program
- ☐ Renovation and Improvement of CWD Office Building with additional Lactation Area for concessionaires
- ☐ Various projects, including an additional rain harvester, a fire hydrant, and a generator set.
- ☐ Re-drilling of Bancal PS 4
- ☐ Well Drilling of Pumping Station
- ☐ Continuous adherence to the most recent/current rules and regulations of various regulatory agencies

E. Agency Best Practice Report

Carmona Water District is constantly striving to provide relevant and citizen-centric services to its concessionaires for their convenience, health, and safety.

The highlights for year 2022 are as follows:

- Creating an e-mail bill notification system that will send concessionaires



electronic water bills. Concessionaires can now receive their bills by email.

- CWD have decided to open online banking due to the current state of our country as a result of the COVID-19 pandemic and the persistent demand of some concessionaires to open an additional payment window. As a result, the agency enters into a contract with Landbank.Link.Biz.Portal. Concessionaires can now pay their water bills using their Landbank online banking. Concessionaires now have more options for paying their water bills online without leaving their homes.
- Development of a Septage Management System to manage the schedule for desludging, transporting, treating, and disposing of septic tank contents. Commissioning was completed in March 2022, and operations began in July 2022.
- Six (6) units of Variable Frequency Drive Equipment were installed, to help with pumping station production.
- Eight (8) rain harvesters were completed and donated to various barangays.

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
- Frontline staff ensure productivity as they will only be able to attend to the most urgent needs of citizens/clients
- The agency achieved a higher turnout of collections from third party collecting agents such as SM Bills Payment, MLHuillier, Bayad Center and ECPay. There is a 78.08% increase in collections from P34,580,576.55 for 2021 to P44,290,886.04 for 2022.
- Using the Septage Management System, CWD was able to comply with the RA 9275, also known as the "Philippine Clean Water Act of 2004," and SB Resolution No. 13-2019 Septage and Sewerage Management Ordinance of Carmona, Cavite.
- Installation of a VFD aids in increasing water production.
- The installation of rain harvesters in various barangays will promote water and energy conservation.

Carmona Water District is dedicated to promoting excellence by sharing best practices with our fellow local water districts. By doing so, we ensure that we consider all feedback from our concessionaires in order to meet their needs. Our future projects in 2023 and beyond will always be better.

Prepared by:

LUISA MAY F. LAURA

Customer Service Assistant C

January 27, 2023

Approved by:

ENGR. ANILINE B. FRANCIA

General Manager

January 27, 2023