



# SPECIAL RELEASE

## **CUSTOMER SATISFACTION SURVEY RESULTS** **4<sup>th</sup> Quarter 2022** **TAGBILARAN CITY SERBILIS OUTLET** **REGION VII**

Date of Release: **28 December 2022**

Reference No. **2022-SR12-058**

### **I. Background of the Survey**

On 02 May 2022, Philippine Statistics Authority (PSA) Bohol opened the Civil Registry System (CRS) Serbilis Outlet at 2F Uptown IT Hub, JLU Centre Bloc, Rajah Sikatuna Ave., Tagbilaran City, Bohol.

Customer Satisfaction Survey (CSS) measures a person's perceived satisfaction with a product or service (Milner & Furnham, 2017). It is a questionnaire designed to assess the needs of clients, to improve the delivery of frontline services, and to meet customer's expectations.

The CSS for the fourth quarter of 2022 was administered to 150 randomly selected clients of the Civil Registry System (CRS) Serbilis Outlet-Tagbilaran City, with 30 samples per day from 12 to 16 December 2022. This was the first CSS conducted by PSA Bohol since the outlet's inauguration.

### **II. Survey Results**

#### **A. Profile of the Respondents**

Table 1 shows the percent distribution of the CRS clients according to their demographic profile. For the 4<sup>th</sup> Quarter of 2022, 71.3 percent were females and 28.7 percent were males who secured civil registry documents at the CRS Serbilis Outlet in Tagbilaran City. In terms of the respondent's educational attainment, 63.3 percent were in college level or higher, 30.7 percent were at least high school level, and 6.0 percent were in elementary level.

Half of the 150 respondents were employed and the other half were unemployed. In terms of residence, 26.0 percent resided within Tagbilaran City, 72.7 percent were outside the city, and 1.3 percent were non-residents of Bohol.

**Table 1. Distribution of CRS Clients by Demographic Profile  
4<sup>th</sup> Quarter 2022**

<b>Demographic Profile</b>	<b>Frequency</b>	<b>Percent</b>
<b>Sex</b>		
Male	43	28.7
Female	107	71.3
<b>TOTAL</b>	<b>150</b>	<b>100.0</b>
<b>Education</b>		
Elementary	9	6.0
High School	46	30.7
College or Higher	95	63.3
<b>TOTAL</b>	<b>150</b>	<b>100.0</b>
<b>Work</b>		
Employed	75	50.0
Unemployed	75	50.0
<b>TOTAL</b>	<b>150</b>	<b>100.0</b>
<b>Residence</b>		
Within Tagbilaran City	39	26.0
Outside Tagbilaran City	109	72.7
Outside Bohol	2	1.3
<b>TOTAL</b>	<b>150</b>	<b>100.0</b>

Source: Philippine Statistics Authority – Bohol

## **B. Level of Agreement on Service, Employees, Procedures and Facilities**

Table 2 shows the percent distribution of a client’s level of satisfaction of the CRS Serbilis Outlet’s Service, Employees, Procedures, and Area/Facilities.

Net Satisfaction Rating measures the difference between the proportion of satisfied and dissatisfied clients. The following categories earned the highest Net Satisfaction Rating at 100.0 percent, namely, “Groomed/Neat employees”, “Clean surroundings”, “Safe area”, and “Comfortable/Ventilated area”. These were closely followed by the category “Knowledgeable employees” at 99.3 percent. Furthermore, the category “Understand the needs of the client” ranked third at 98.7 percent. (Figure 1)

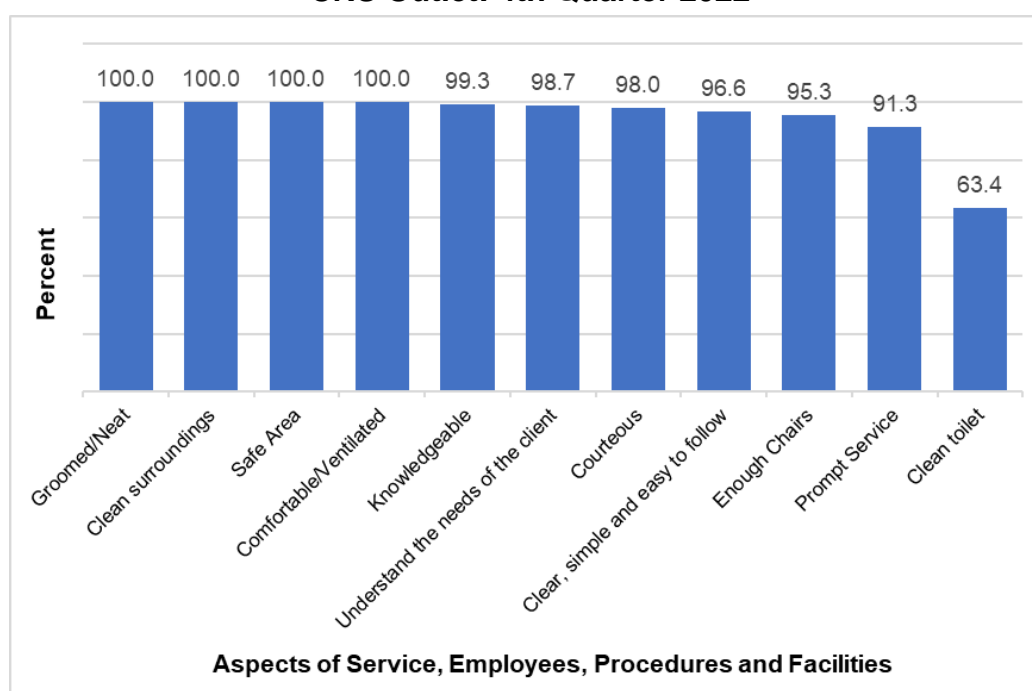
Moreover, 24.7 percent of the total respondents did not provide a rating for the category “Clean toilet” because they were either not aware that the outlet has a toilet or they haven’t used the toilet. It is worth noting that the toilet is under the management of the building owner, JLU Centre Bloc. (Table 2)

**Table 2. Percent Distribution of Client's Level of Satisfaction of CRS Serbilis Outlet's Service, Employees, Procedures, and Area/Facilities: 4<sup>th</sup> Quarter 2022**

Aspect	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A	Net Satisfaction Rating
<b>Service</b>							
Prompt Service	77.3	16.0	4.7	2.0	0.0	0.0	91.3
Understand the needs of the client	86.0	12.7	1.3	0.0	0.0	0.0	98.7
<b>Employees</b>							
Groomed/Neat	92.7	7.3	0.0	0.0	0.0	0.0	100.0
Courteous	90.0	8.0	2.0	0.0	0.0	0.0	98.0
Knowledgeable	91.3	8.0	0.7	0.0	0.0	0.0	99.3
<b>Procedures</b>							
Clear, simple and easy to follow	84.0	13.3	2.0	0.7	0.0	0.0	96.6
<b>Area/Facilities</b>							
Clean surroundings	97.3	2.7	0.0	0.0	0.0	0.0	100.0
Clean toilet	54.7	8.7	12.0	0.0	0.0	24.7	63.4
Safe Area	93.3	6.7	0.0	0.0	0.0	0.0	100.0
Comfortable/Ventilated	96.7	3.3	0.0	0.0	0.0	0.0	100.0
Enough Chairs	87.3	9.3	2.0	0.0	1.3	0.0	95.3

Source: Philippine Statistics Authority – Bohol

**Figure 1. Net Satisfaction Ratings of Client's Level of Agreement with some Aspects of Service, Employees, Procedures and Facilities of the CRS Outlet: 4<sup>th</sup> Quarter 2022**



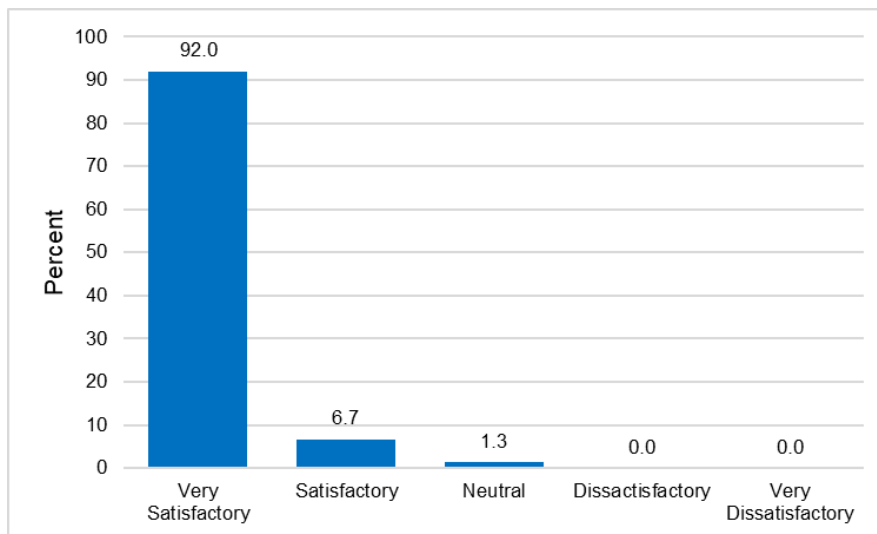
Source: Philippine Statistics Authority – Bohol

### C. Overall Satisfaction Rating

Satisfaction rating is measured as the percentage of interviewed clients during the reference period who were either satisfied or very satisfied with PSA's Civil Registry Services, specifically the issuance of civil registry documents.

There were 138 respondents (92%) who responded "Very Satisfactory" with PSA's civil registry services in the 4<sup>th</sup> Quarter 2022. Furthermore, ten respondents (6.7%) answered "Satisfactory" and two respondents (1.3%) were "Neutral". (Figure 2)

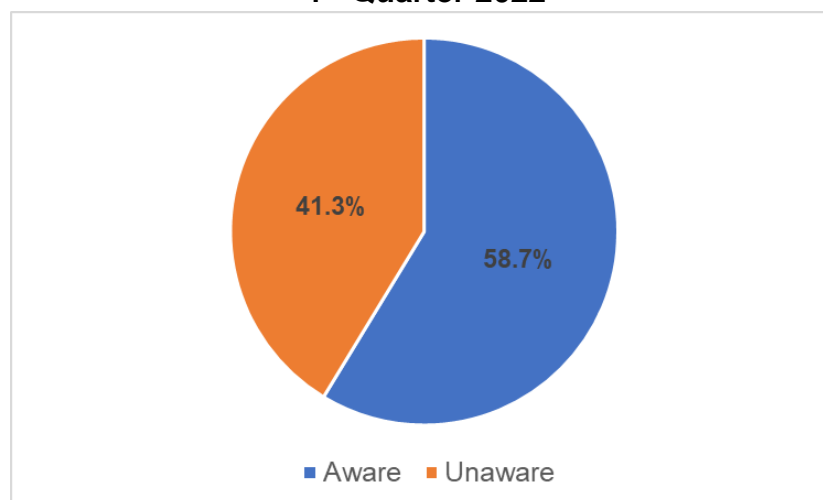
**Figure 2. Overall Satisfaction Rating  
4th Quarter 2022**



Source: Philippine Statistics Authority – Bohol

### D. Respondents' Awareness on Other Ways of Securing Civil Registry Documents

**Figure 3. Awareness in Securing Civil Registry Documents  
4th Quarter 2022**

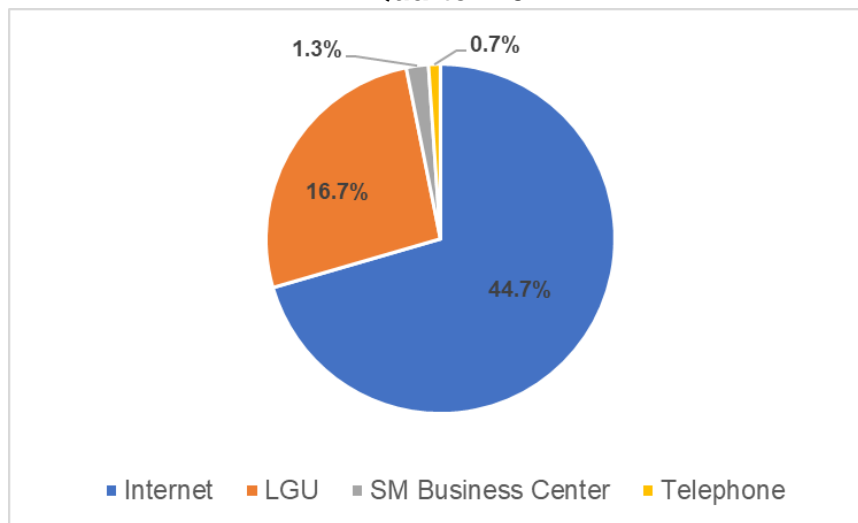


Source: Philippine Statistics Authority – Bohol

Out of 150 respondents, 58.7 percent were aware that there are other ways of securing civil registry documents. On the other hand, 41.3 percent of the total respondents were not aware of other options. (Figure 3)

Figure 4 shows that 88 respondents or 58.7 percent were aware of other options in securing civil registry documents, such as the “Internet” which posted the highest recorded rating at 44.7 percent, followed by the “LGU” at 16.7 percent, “SM Business Center” at 1.3 percent, and “Telephone” at 0.7 percent. Moreover, 2.7 percent were aware of all the four ways mentioned, and 3.3 percent reported that they were aware of other methods not specified above.

**Figure 4. Percentage on Other Ways of Securing Civil Registry Documents  
4<sup>th</sup> Quarter 2022**



Source: Philippine Statistics Authority – Bohol

**Table 3. Reasons Other Options Were Not Utilized  
4<sup>th</sup> Quarter 2022**

Reasons	Percentage
Quicker service in the outlet	31.0%
Affordability of services in the outlet	23.8%
Simply preferred the outlet for no other reason	23.8%
Client is encouraged to visit the outlet in case of need for corrections	2.4%
Outlet is closer to place of residence or workplace / location is favorable	7.1%
Outlet has priority lane for National ID card-holders	2.4%
Availed document along with other errands	2.4%
Client is advised to request document from the outlet	2.4%
Client happens to be in the building where outlet is located	2.4%
Client feels personal data is safer when acquired from the outlet	2.4%

Source: Philippine Statistics Authority – Bohol

Of the 58.7 percent of respondents who were aware of other options in securing civil registry documents, 31.0 percent said that they didn't try any other options since the outlet had quicker service. (Table 3)

### **E. Summary of Respondents' Observations and Suggestions**

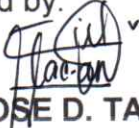
72 out of 150 total number of respondents gave observations and suggestions to improve the services at the CRS Serbilis Outlet-Tagbilaran City. 33 or 45.8 percent of these clients said that they were satisfied with the overall service. (Table 4)

**Table 4. Respondents' Observations and Suggestions  
4<sup>th</sup> Quarter 2022**

<b>Observations and Suggestions</b>	<b>Percentage</b>
Satisfied with overall service	45.8%
Transaction is simpler and/or quicker in this outlet compared to other outlets in the country or other options	12.5%
Improve and streamline the process (lesser waiting period, option for rush services, etc.)	12.5%
Outlet staff members must be more welcoming, must be more specific and clearer when giving instructions, must increase patience and adapt to the variety of attitude and/or behavior of clients	9.7%
Hire more employees (for staff behind the releasing counter, for the outlet in general, etc.)	2.8%
Outlet must regularly publicize that the outlet is located at JLU Center Bloc, and other information (e.g., no online appointment needed for senior citizens, pregnant women, Persons with Disabilities or PWDs, National ID card-holders or ePhilID-holders)	2.8%
Outlet looks clean	2.8%
Increase seating capacity of outlet	1.4%
Instructions should be clearer for senior citizens	1.4%
No more online appointment / prefer purely walk-ins	1.4%
Visit local civil registrars if LGU is closer to residence or workplace instead of the outlet in the city	1.4%
Client must be immediately informed if there are changes to his/her data	1.4%
Add signages or marks that clearly direct clients where to line up; queues to which lane is which are not clear	1.4%
Outlet must be prepared with coins or change for payment in large denomination bills	1.4%
Outlet staff members must use a mic during releasing of documents; names called are not clear or cannot be heard altogether	1.4%

Source: Philippine Statistics Authority – Bohol

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