



Republic of the Philippines
Department of Education
REGION X

SCHOOLS DIVISION OF CAGAYAN DE ORO CITY

Office of the Schools Division Superintendent

25 September 2023

DIVISION MEMORANDUM

No. 473 s.2023

COMPOSITION OF DIVISION CLIENT SATISFACTION MEASUREMENT (CSM)
COMMITTEE

TO: Assistant Schools Division Superintendent
Chief Supervisors, CTD and SGOD
Public Schools District Supervisors
Elementary and Secondary School Heads
All others concerned
This Division

1. With reference to the attached **DM-OUHROD-2023-0930**, this office hereby designates the following personnel to form part of the CSM Committee:

NAME	POSITION	DESIGNATION
Top Management:		
Roy Angelo E. Gazo	SDS	Overall Chairman
Audie S. Borres	ASDS	Consultant
Jean S. Macasero	Chief ES – CTD	Consultant
Rosalio R. Vitorillo	Chief ES – SGOD	Consultant
Committee Members:		
Romeo B. Aclo	Asst. Chief – SGOD	Chairman
Eleanor Consejo H. Rollan	SEPS – M&E	Assistant Chairman
Joel D. Potane	EPS - Science	Division Information Officer
Jairus John M. Gochuco	PDO-I	Division Public Assistance Coordinator/ CSM Focal Person
Loredelle L. Tacandong	PDO-I	DepEd TAYO Page Manager
Amor Radaza	EPS II – M&E	Regular Member
James Roberto Z. Sijo	ITO	Regular Member
Risa Bea Socorro Borres	AO V – Personnel	Regular Member
Romiel S. Vallente	AO V – Budget	Regular Member
Laurence Edgardo A. Del Puerto	Attorney III	Regular Member
All EPS, PSDS		Provisional Member
All Section/Unit Heads		Provisional Member

2. In line with this, all Schools are directed to establish their respective CSM Committee. A softcopy of the composition of School CSM Committee shall be submitted to Jairus John M. Gochuco, CSM Focal Person, thru: <https://tinyurl.com/CSM-CDO23> on or before September 30, 2023.
3. Attached are the objectives and duties of the CSM Committee.
4. In adherence to Equal Opportunity Principle (EOP), inclusive and fair treatment are accorded to all personnel regardless of age, gender and sexual orientation, disability, religion, and ethnicity.
5. Immediate and wide dissemination of this memorandum is desired.

ROY ANGELO E. GAZO
Schools Division Superintendent

Encl.: As stated
To be indicated in the Perpetual Index
under the following subjects:

Client Satisfaction Survey Committee

SGOD-Jairus/DM- Client Satisfaction Survey Committee
September 25 2023

OBJECTIVES:

1. Measure Client Satisfaction

The committee's major goal is to reliably and consistently monitor and track client satisfaction levels. This includes gathering input, analyzing data, and determining areas for improvement.

2. Enhance Customer Experience

The committee should strive to enhance the overall customer experience by identifying pain points and areas of dissatisfaction. They work to implement changes that lead to a more positive and seamless experience for clients.

3. Monitor Key Performance Indicators (KPIs)

Establish and monitor key performance measures relating to client satisfaction that are aligned with the citizen's charter.

DUTIES AND RESPONSIBILITIES:

1. Collect Feedback

Collect client feedback actively using the CSM-recommended format and platforms. This feedback should be thorough and reflect the client base's different opinions.

2. Analyze Data

Analyze the collected data to identify trends, patterns, and specific issues affecting client satisfaction. This analysis helps in making data-driven decisions and prioritizing areas for improvement.

3. Set Improvement Goals

Collaborate with relevant Division/Section/Unit to set specific improvement goals based on the feedback and data analysis. These goals should be realistic, measurable, and aligned with the organization's overall objectives.

4. Implement Action Plans

Create and carry out action plans to address identified issues and boost client satisfaction. This could include modifications to products, services, policies, or communication techniques.

5. Monitor Progress

Monitor the progress of efforts and measures done to improve client satisfaction on a continuous basis. Check to see if they are producing favorable outcomes and alter techniques as needed.

6. Ensure Compliance

Ensure that the organization complies with relevant laws and regulations regarding customer data privacy and feedback collection.

7. Report to Management

Inform the management team on a regular basis with the results, progress, and outcomes of customer satisfaction projects. Transparency is necessary for obtaining resources and support.



Republika ng Pilipinas

Department of Education

OFFICE OF THE UNDERSECRETARY
HUMAN RESOURCE AND ORGANIZATIONAL DEVELOPMENT

MEMORANDUM
DM-OUHROD-2023-0430

TO : UNDERSECRETARIES
ASSISTANT SECRETARIES
BUREAU AND SERVICE DIRECTORS
REGIONAL DIRECTORS
SCHOOLS DIVISION SUPERINTENDENTS
ALL OTHERS CONCERNED

FROM :  **GLORIA JUMAMIL-MERCADO**
*Undersecretary for Human Resource and Organizational Development and
DepEd CART Vice Chairperson*

SUBJECT : **IMPLEMENTATION OF THE CLIENT SATISFACTION MEASUREMENT (CSM) FORM PRESCRIBED BY THE ANTI-RED TAPE AUTHORITY**

DATE : 10 July 2023

Section 20 of Republic Act (RA) No. 11032 or the *Ease of Doing Business and Efficient Government Service Delivery Act of 2018* mandates government agencies to establish a feedback mechanism and incorporate its results to the annual agency report. Rule IV, Section 3(b) of the Implementing Rules and Regulations of the Law likewise requires that agencies embed feedback mechanism and client satisfaction measurement and report results based on guidelines issued by the Anti-Red Tape Authority (ARTA).

In the past years, the Department of Education (DepEd) was able to comply with the abovementioned requirements through the implementation of a DepEd-wide Citizen/Client Satisfaction Survey (CCSS) Form led by the Bureau of Human Resource and Organizational Development-Organization Effectiveness Division (BHROD-OED) and processing of feedback by the Public Affairs Service - Public Assistance Action Center (PAS-PAAC) and its counterparts in the field offices and schools.

However, the issuance of ARTA Memorandum Circular No. 2022-05 titled *Guidelines on the Harmonized Client Satisfaction Measurement* (Enclosure No. 1) **requires all agencies to convert its feedback mechanism to the ARTA-prescribed Client Satisfaction Measurement (CSM) Form for uniform reporting.** The harmonized CSM is a survey tool that assesses overall satisfaction and perception after a client avails an external (frontline) or internal service.

In this regard, this Memorandum is being issued to **immediately implement the CSM Form at all governance levels in the Department.** The ARTA provided the CSM Form in two formats: printed copy and online.

The ARTA CSM Form printed copy (Enclosure No. 2) is print-ready but may be resized before printing. Translation to the local language is highly encouraged; other than that, no other modification is allowed. Enclosure No. 3 contains the Guide to the Dissemination and Use of the DepEd CSM Form.

On the other hand, the online CSM Form template from ARTA was converted into an MS Teams Form by the BHRD-OED, with one online form each for schools, Schools Division Offices (SDOs) and Regional Offices (ROs). The Information Technology Officer (ITO) in ROs and SDOs and ICT Coordinator/personnel in-charge in schools shall be responsible for duplicating and sustaining the online Form at their governance level without affecting the content and conditional logic of the CSM Form template. The schools, SDOs, and ROs may use Google Forms, Microsoft Forms, or any other platform for their online CSM.

For units in the Central Office (CO), the link to the online CSM Forms shall be emailed to your respective offices; with each Form expected to be adopted and maintained by each unit.

The action needed and link to the online CSM Form template per governance level is specified in Table 1 below.

Table 1: Client Satisfaction Measurement per DepEd Governance Level

Governance Level	Action Needed	CSM Form (Online) for duplication and implementation
School	ICT Coordinator / admin in-charge 1. collaborate with the ITO on the use and maintenance of the School CSM Form; ensure setting on Form shows "Accept Responses" 2. generate QR code/link for posting in conspicuous places in the school and inclusion in documents, emails, and IEC materials 3. maintain School CSM Form 4. generate School CSM Report/s and forward to concerned office/s 5. submit School CSM results to the Central Office upon request	https://bit.ly/SchoolCSM 
Schools Division Office	IT Officer in SDO to 1. duplicate RO CSM Form and save on SDO drive and change setting to "Accept Responses" 2. generate QR code/link for posting in conspicuous places in the SDO and inclusion in documents, emails, and IEC materials 3. maintain SDO CSM Form 4. generate SDO CSM Report/s and forward to concerned office/s 5. submit SDO CSM results to the Central Office upon request 6. disseminate School CSM Form to schools and assist them in the use and maintenance of said Form	https://bit.ly/SDOCSM 
Regional Office	IT Officer in RO to 1. duplicate CSM Form and save on RO drive and change setting to "Accept Responses" 2. generate QR code/link for posting in conspicuous places in the RO and	https://bit.ly/ROCSM

	inclusion in documents, emails, and IEC materials 3. maintain RO CSM Form 4. generate RO CSM Report/s and forward to concerned office/s 5. submit RO CSM results to the Central Office upon request 6. collaborate with SDOs in using and maintaining their CSM Form	
Central Office	DepEd CART representative / designated staff per office to 1. generate QR code/link for posting in conspicuous places in the CO and inclusion in documents, emails, and IEC materials 2. maintain CSM Form 3. generate CSM Report/s and forward to concerned office/s 4. submit CSM results to the PAAC upon request	Link and QR code to be emailed separately per CO office. In the meantime, offices may start using the hard copy of the CSM Form.

While the **removal/addition of services and other revisions are not allowed**, all governance levels are enjoined to include a translation to the local language of the template provided. The inclusion or posting of a link/QR code to the online form in email, snail mail, IEC materials are also highly encouraged to ensure wide dissemination of said form.

All schools, SDOs, ROs, and CO units shall gather a minimum number of CSM responses based on the ARTA Sample Size Calculator at <https://tinyurl.com/CSMsamplesize>. Annual CSM results shall be submitted to the PAS-PAAC (not directly to ARTA) who shall then consolidate the results for the DepEd-wide report in compliance to RA 11032 and to the Performance-Based Bonus eligibility requirements. The agency-wide report is due on the last working day of January of every year.

Implementation of this Memorandum is effective immediately.

For more information, please contact the BHROD-OED through email at citizenscharter@deped.gov.ph.

Enclosures: As stated