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ADMINISTRATIVE ORDER

NO. 07

Series of 2024

**SUBJECT : GUIDELINES ON CUSTOMER FEEDBACK MECHANISMS
AND CLIENT SATISFACTION MEASUREMENT OF THE
DEPARTMENT OF AGRICULTURE**

A. Purpose

Adoption of a harmonized and standardized framework in measuring client satisfaction across all services rendered by the Department of Agriculture will ensure continuous improvement and enhancement of service promise towards a more meaningful client-centered Citizen's Charter.¹

B. Scope and Coverage

All employees of the Department of Agriculture-Central Office, Regional Field Offices, Bureaus and Attached Agencies under the Department of Agriculture are covered by this Administrative Order.

C. Legal Bases

Pursuant to Section 20 of Republic Act (RA) No. 11032 (R.A. No. 11032) or the "*Ease of Doing Business and Efficient Government Service Delivery Act of 2018*", which amended and renumbered Section 10 of R.A. No. 9485 or the "*Anti-Red Tape Act of 2007*" to Section 20, a feedback mechanism shall be established in all government agencies covered under Section 3 of R.A. No. 11032.²

Section 3 (b), Rule IV of the Implementing Rules and Regulations (IRR) of R.A. No. 11032 states that all agencies shall embed feedback mechanisms and client satisfaction measurement in their process improvement efforts. The agency shall report to the Anti-Red Tape Authority (ARTA) the results of the Client Satisfaction Survey for each service based on the guidelines to be issued by the ARTA.

ARTA Memorandum Circular (MC) No. 2019-002 provides that the Client Satisfaction Measurement (CSM) report of all government agencies shall be submitted to the Authority on or before the last working day of January of every year.³

¹2.1., ARTA Memorandum Circular No. 2022-05, Series of 2022

²1.1., ARTA Memorandum Circular No. 2022-05, Series of 2022

³1.3., ARTA Memorandum Circular No. 2022-05, Series of 2022

D. General Guidelines

The harmonized Client Satisfaction Measurement (CSM) shall serve as an after-service avilment survey that will assess the overall satisfaction and perception of clients on the government service they availed. The guidance and instructions on the use of harmonized CSM are provided by ARTA.

As mandated by Section 3 (b), Rule IV of the IRR of R.A. No. 11032, client satisfaction feedback shall be gathered for all services offered by the government agency. This shall include both External and Internal Services.⁴

External Services refer to government services applied for or requested by external citizens or clients or those **who do not form part or belong to the government agency or office** providing the service. (3.1.2.3.1., ARTA Memorandum Circular No. 2019-002-A, Series of 2019)

Internal Services refer to government services applied for or requested by citizens or clients who are **within** the respective government agency or office, such as but not limited to, its personnel or employees, whether regular or contractual. (3.1.2.3.2., ARTA Memorandum Circular No. 2019-002-A, Series of 2019)

E. Methodology of the Client Satisfaction Measurement (CSM)

I. Identification of Eligible Respondents

The DA shall administer the CSM to all clients with completed transaction period. Clients who completed multiple transactions shall have the opportunity to accomplish the CSM for each availed service. A transaction is considered complete when the final step of the service availed of per the Citizen's Charter of the government agency is accomplished.⁵

II. Frequency and Period of the Survey

The CSM shall be conducted after each completed transaction. It shall be administered between January-December of each year.⁶

III. Number of Respondents

The DA shall determine the minimum number of responses per service based on the calculator developed by ARTA which can be found using this link: <https://tinyurl.com/CSMsamplesize>. The DA shall continue to conduct the CSM even when the minimum has been reached.⁷

⁴ 4.1., ARTA Memorandum Circular No. 2022-05, Series of 2022

⁵ 4.3.1., ARTA Memorandum Circular No. 2022-05, Series of 2022

⁶ 4.3.2., ARTA Memorandum Circular No. 2022-05, Series of 2022

⁷ 4.3.3., ARTA Memorandum Circular No. 2022-05, Series of 2022

IV. Data Gathering

The DA shall implement the CSM using the following data gathering methods, to the greatest extent feasible, to maximize response rates:

On-site Conduct. The on-site conduct of CSM may be done through a paper survey questionnaire. The DA may have the option to utilize electronic platforms in providing questionnaires to the respondents. For persons with disabilities (PWDs) and senior citizens that need assistance, the Public Assistance and Complaints Desk (PACD) officer or a designated officer shall help the respondents in answering the CSM.⁸

Remote Conduct. The DA may administer the CSM to remote respondents through electronic mail, DA official website, social media, QR Code or other similar modes.⁹

Collection Mechanism. The manner and time interval of the collection of paper survey questionnaires shall be at the discretion of the offices. It shall be brief to maximize the responses and shall maintain the confidentiality of clients. If convenient, it is encouraged to utilize the PACD for the collection mechanism.¹⁰

V. Content of the CSM Questionnaire

CSM Questions

The DA shall use the **CSM questions** prescribed by the ARTA as stated in the Client Satisfaction Measurement Questionnaire. (Annex A of ARTA Memorandum Circular No. 2022-05, Series of 2022). The CSM includes three (3) questions related to the Citizen's Charter, one (1) question related to the client's overall satisfaction with the service availed of, and eight (8) questions related to the following Service Quality Dimensions (SQDs):

- a) **Responsiveness** – the willingness to help, assist and provide prompt service to citizens/clients;
- b) **Reliability** - the provision of what is needed and what was promised, following the policy and standards, with zero to a minimal error rate;
- c) **Access and Facilities** – the convenience of location, ample amenities for comfortable transactions, use of clear signages and modes of technology;
- d) **Communication** - the act of keeping citizens and clients informed in a language they can easily understand, as well as listening to their feedback;

⁸ 4.3.4.1., ARTA Memorandum Circular No. 2022-05, Series of 2022

⁹ 4.3.4.2., ARTA Memorandum Circular No. 2022-05, Series of 2022

¹⁰ 4.3.5., ARTA Memorandum Circular No. 2022-05, Series of 2022

- e) **Costs** - the satisfaction with timeliness of the billing, billing process/es, preferred methods of payment, reasonable payment period, value for money, the acceptable range of costs and qualitative information on the cost of each service;
- f) **Integrity** – the assurance that there is honesty, justice, fairness and trust in each service while dealing with citizens/clients;
- g) **Assurance** – the capability of frontline staff to perform their duties, product and service knowledge, understand citizen/client needs, helpfulness and good work relationships;
- h) **Outcome** - the extent of achieving outcomes or realizing the intended benefits of government services.¹¹

The CSM questions prescribed by the ARTA are fixed and may not be altered, modified or deleted.¹²

The DA has the option to add service-specific questions to the CSM, provided the revised version will not exceed five (5) minutes for the client to accomplish. The results of the additional questions shall not be included in the computation of the overall score.¹³

Aside from the English and Filipino versions of the CSM survey, the DA shall provide a version translated to the local dialect for easier understanding, provided that the revised version will still be able to capture the SQDs as stated above.¹⁴

Demographic Questions

The demographic questions prescribed by the ARTA shall be used for the CSM. Additional relevant demographic questions can be added to the survey, provided that the revised version will not exceed five (5) minutes for the client to accomplish.¹⁵

Open-ended Question

The CSM shall have an open-ended question at the end of the form where the client has the option to provide additional remarks or feedback not covered/captured by previous questions.¹⁶

¹¹ 4.4.1., ARTA Memorandum Circular No. 2022-05, Series of 2022

¹² 4.4.1.1., ARTA Memorandum Circular No. 2022-05, Series of 2022

¹³ 4.4.1.2., ARTA Memorandum Circular No. 2022-05, Series of 2022

¹⁴ 4.4.1.3., ARTA Memorandum Circular No. 2022-05, Series of 2022

¹⁵ 4.4.2., ARTA Memorandum Circular No. 2022-05, Series of 2022

¹⁶ 4.4.3., ARTA Memorandum Circular No. 2022-05, Series of 2022

VI. Rating Scale and Scoring System of the CSM

Rating Scale

The CSM shall use a Five (5) Point Likert Scale to measure the SQDs. The DA may utilize smileys/emoticons corresponding to the scale for better visualization to prevent confusion on the corresponding rating:¹⁷

Scale	Rating
1	Strongly Disagree
2	Disagree
3	Neither Agree nor Disagree
4	Agree
5	Strongly Agree

Scoring Per Question

The percentage of respondents that rated “Agree” and “Strongly Agree” shall be used to get each SQD score. A question that was answered with two (2) or more check marks shall be considered invalid.¹⁸

Overall Scoring

The percentage of respondents that rated “Agree” and “Strongly Agree” for all eight (8) SQDs shall be used to compute the Overall Score. The DA shall strive to achieve an overall percentage of 80% or higher or a rating of “Satisfactory” or higher. Interpretation of the results shall be as follows:¹⁹

Percentage	Rating
Below 60.0%	Poor
60.0%-79.9%	Fair
80.0-94.9%	Satisfactory
95.0-100%	Outstanding

VII. Drafting the CSM Report

A CSM Report following the template/outline provided in Annex B of ARTA Memorandum Circular No. 2022-05, Series of 2022 – Client Satisfaction Measurement Report shall be accomplished.²⁰

A copy of the revised version of the CSM questionnaire shall be attached to the CSM Report as Annex.²¹

All operating units of the DA shall likewise submit their CSM Reports to the ARTA.

¹⁷ 4.5.1., ARTA Memorandum Circular No. 2022-05, Series of 2022

¹⁸ 4.5.2., ARTA Memorandum Circular No. 2022-05, Series of 2022

¹⁹ 4.5., ARTA Memorandum Circular No. 2022-05, Series of 2022

²⁰ 4.6.1., ARTA Memorandum Circular No. 2022-05, Series of 2022

²¹ 4.6.1., ARTA Memorandum Circular No. 2022-05, Series of 2022

VIII. Submission and Publishing of the CSM Report

The DA shall submit CSM reports implementing these guidelines on the last working day of April 2024.²² The DA shall submit soft copies (in text readable PDF) of the CSM report through this link: <https://tinyurl.com/CSMRsubmissions>.²³

The CSM report shall be uploaded on the DA official website or be made available to the transacting public upon request.²⁴

IX. Verification

The DA shall submit the CSM Report duly approved and signed by the Head of the Committee on Anti-Red Tape (CART) to attest that the report is accurate and compliant with the ARTA guidelines.²⁵

The ARTA reserves the right to request proof of the survey results, including the answered paper surveys and the excel file of the aggregated data.²⁶

The Inspection Checklist program of the Report Card Survey will validate if the CSM is properly implemented.²⁷

X. Updated Timeline of Submission

The CSM Report covering the previous year shall be submitted on or before the last working day of April the following year.²⁸

F. Repealing Clause

Previous issuances of the DA which are inconsistent with this Administrative Order are deemed repealed or modified accordingly.

G. Effectivity

This Administrative Order shall take effect immediately and shall remain in full force and effect until it is revoked.

Done this 21st day of May 2024.


FRANCISCO P. TIU LAUREL JR.

Secretary

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²² 4.7.1., ARTA Memorandum Circular No. 2022-05, Series of 2022

²³ 4.7.2., ARTA Memorandum Circular No. 2022-05, Series of 2022

²⁴ 4.7.3., ARTA Memorandum Circular No. 2022-05 Series of 2022

²⁵ 4.8.1., ARTA Memorandum Circular no. 2022-05 Series of 2022

²⁶ 4.8.2., ARTA Memorandum Circular no. 2022-05 Series of 2022

²⁷ 4.8.3., ARTA Memorandum Circular no. 2022-05 Series of 2022

²⁸ 4.9., ARTA Memorandum Circular no. 2022-05 Series of 2022

