

ISO 9001:2015

**DOST-PCAARRD**

Department of Science and Technology

**PHILIPPINE COUNCIL FOR AGRICULTURE, AQUATIC AND NATURAL RESOURCES  
RESEARCH AND DEVELOPMENT**

Certificate No. AJA13-0034

**CITIZEN/CLIENT SATISFACTION REPORT**

As of December 31, 2018

**I. Description of the Citizen/Client Satisfaction Survey**

PCAARRD's Customer satisfaction survey forms include information on customers' profile, the various types of services availed in the Council, the customers' assessment and degree of satisfaction to the services provided to them; and recommendations/suggestions on how PCAARRD can improve its services.

Accomplished survey forms are consolidated and results are analysed by respective units for each frontline service using descriptive statistics such as frequency counts, and percentage proportions only. Responses were organized and presented in appropriate tables and figures. Results of analysis are presented to the Directors' Council for management review and appropriate action.

PCAARRD's clients are mostly from state universities and colleges (SUCs), local government units (LGUs), national government agencies (NGAs), business/ investors groups, non-government organizations (NGOs) and international organizations, among others.

In general, the different purposes of their visits include the following:

1. Availment of publications and other information, education, communication (IEC) materials;
2. Presentation of proposed/ongoing/completed programs/projects for consideration under PCAARRD/DOST Grants In-Aid Program support which includes research and development (R&D) and facilities improvement;
3. Attendance to meetings;
4. Thesis/dissertation grant assistance;
5. Consultation/inquiries on technologies related to agriculture, aquatic and natural resources (AANR) sector; and
6. Attendance to fora/symposia/workshop/trainings/seminars/meetings organized/coordinated by PCAARRD.

**II. Survey Results**

With the implementation of ISO 9001:2008 Quality Management System (QMS) in 2013 as part of its Continual Improvement Program, PCAARRD has adopted the semestral reporting of customer satisfaction report with the cycle of *May to October* and *November to April* of the following year (i.e. May – October 2017 and November 2017 – April 2018). It also used a five-level rating scale with Outstanding as the highest followed by Very Satisfactory, Satisfactory, Unsatisfactory and Poor.

In May 2018, during PCAARRD's QMS transition from ISO 9001:2008 to ISO 9001:2015, the Council decided to adopt a three-level rating scale with Very Satisfactory as the highest, followed by Satisfactory and Unsatisfactory. During this rating period, the age range classification was

also changed to 20 and below, 21-30 years old, 31-40 years old, 41-50 years old, 51-60 years old, and Above 60.

However, as per result of the Internal Quality Audit conducted in June 2018, it was decided that the five-level rating scale be re-adopted to capture a more descriptive feedback from its clients. Effectivity of the revised forms started on August 2018 using this five-level rating scale where Outstanding was the highest followed by Very Satisfactory, Satisfactory, Unsatisfactory and Poor.

Results of each rating period are as follows:

### **November 2017 to April 2018**

For the period November 2017 to April 2018, there were a total of 922 responses from walk-in clients which consisted of 537 female (58.24%), 365 males (39.59%), and 20 (2.17%) other individuals who did not indicate their sex orientation.

Majority (28.09%) are aged Under 21 and between 22-34 years old (26.68%), while others belong to other age groups such as 55-64 years old (14.43%), 35-44 years old (13.45%), 45-54 years old (10.95%), and 65 and Above (1.84%). Some 42 respondents (4.56%) did not reveal which age bracket/group they belong.

PCAARRD received an **Outstanding** performance/customer satisfaction rating with respect to the following criteria: a) quality service (70.84%), b) prompt service (71.09%), c) courteous staff (73.66%), and d) overall rating (69.96%).

### **May to July 2018**

From May to July, PCAARRD was able to collect 403 responses from walk-in clients which consisted of 212 female (52.6%) and 187 male (46.4%), and 4 (1.0%) who did not indicate their sex orientation.

Majority (23.0%) of the respondents are aged 20 and below followed by 41-50 years old (21.0%). Others belong to 31-40 years old (17.0%), 51-60 years old (15.0%), and 21-30 (14.0%). A few belong to Above 60 (8.0%) and 12 respondents (2.0%) did not reveal which age bracket/group they belong.

As per new three-level rating scale with Very Satisfactory as the highest, followed by Satisfactory and Unsatisfactory, PCAARRD received a **Very Satisfactory** performance/ customer satisfaction rating, the highest for the rating period, with respect to the following criteria: a) quality service (90.32%), b) prompt service (89.33%), c) courteous staff (92.06%), and d) overall rating (90.57%).

### **August to December 2018**

From August to December, PCAARRD was able to collect 709 responses from walk-in clients which consisted of 370 female (52.19%) and 331 male (46.69%), and 8 (1.13%) who did not indicate their sex orientation.

Majority (27.08%) of the respondents are aged 21-30 years old followed by 31-40 years old (18.34%) and 41-50 (17.07%). Others belong to 51-60 (14.67%) and 20 and Below (12.98%). A few belong to Above 60 (8.18%) and 12 respondents (1.69%) did not reveal which age bracket/group they belong.

During this period, PCAARRD received an **Outstanding** performance/customer satisfaction with respect to the following criteria: a) quality service (76.45%), b) prompt service (76.02%), c) courteous staff (80.82%), and d) overall rating (76.73%).

### **General Comments/Suggestions**

Some of the comments/suggestions from the respondents included the following:

- Very good. Thank you very much.
- Keep it up.
- Great Service.
- Good speakers.
- Thank you for answering my query. Hoping that you continue to help newbie farmers like me.
- Never been frustrated every time I inquire and ask for documents.
- Got new knowledge and information.
- Very accommodating and the needed information were given.
- Great job. Congratulations. Please keep it up. Very grateful on how they assisted and attended to us. Grateful to your expertise and support.
- Keep up the warm welcome and responsibility, courteous personnel/staff.
- Continue good services.
- Warm welcome.
- Helpful to our research.
- Attending personnel is very responsive to our inquiries.
- Warm welcome. Useful information.
- Many thanks for the assistance.
- Staff are accommodating.

In terms of the content of PCAARRD publications, the following comments/suggestions were also captured:

- Very informative.
- Comprehensive publication. Can be easily understood.
- PCAARRD's response to our request is very quick. The provided profitability analysis is very detailed. Thank you very much.
- Found it very useful.
- Well satisfied.
- Very informative indeed.
- Thank you for the continued help. God bless.
- Useful/good information
- All is good.
- This is very useful to us.
- Well-written and updated! Excellent content!

### **III. Improvement Action Plan for FY 2019**

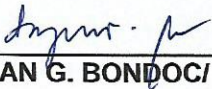
Activities are in the pipeline for the improvement of Customer Satisfaction Management System for 2019. For ease of reporting and improved analysis of CSF results, PCAARRD will adopt a new cycle of reporting i.e. *January to June* and *July to December*. This will help in PCAARRD's analysis of its annual performance in terms of customer satisfaction. An online Customer

Satisfaction Feedback (CSF) Information System will also be developed. The information system aims to integrate all CSFs for PCAARRD services i.e. publications, exhibits, non-degree training, ICT, among others. Through this, data gathering is deemed easier and thus requiring lesser time for analysis and report generation. The target for deployment of the Information System is during the second semester of 2019.

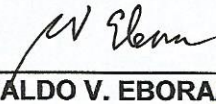
PCAARRD will continue to provide new initiatives to ensure that the Council satisfies the needs and expectations of its customers.

**Prepared by:**

**Approved by:**



LILIAN G. BONDOC/ Chief SRS/ 12-31-18



REYNALDO V. EBORAL/ Acting Executive Director/ 12-31-18