TESDA CIRCULAR

SUBJECT: Guidelines for the Pilot Implementation of the use of the ARTA Client Satisfaction Measurement Questionnaire and reporting forms in the PIAD-CCU, NCR, and Region III		Page 1 of 5 page/s Number 006 Series of 2024
DATE ISSUED: FEB 20 2024	**EFFECTIVITY:** As Indicated	**SUPERSEDES:**

In the interest of the service and to ensure the streamlined pilot implementation of the Harmonized Anti-Red Tape Authority Client Satisfaction Measurement tool, these guidelines are hereby issued:

I. Background and Rationale:

The Anti-Red Tape Authority (ARTA) issued ARTA Memorandum Circular (MC) No. 2022-05 series of 2022 entitled "Guidelines in the Implementation of the Harmonized Clients Satisfaction Measurement" and ARTA MC No. 2023-05 series of 2023 or the Amendment to ARTA Memorandum Circular No. 2022-005 or the Guidelines in the Implementation of the Harmonized Client Satisfaction Measurement (CSM). The Client Satisfaction Measurement (CSM) is an after-service availment survey designed to assess the overall satisfaction and perception of clients on the government service they availed.

To maximize response rates, MC No. 2022-05 series of 2022 likewise encourages the utilization of both on-site and remote methods of gathering data. Thus, TESDA's on-site conduct of the CSM may be done through a paper survey questionnaire, while remote respondents will be asked to accomplish an online survey form.

II. Objectives:

1. Pilot the use of the ARTA CSM Questionnaire in the Public Information and Assistance Division – Contact Center Unit (PIAD-CCU), National Capital Region (NCR), and Region III to gather customer feedback on services declared in TESDA's Citizen's Charter;
2. Test the effectiveness and user-friendliness of the proposed revisions to the ISO-enrolled reporting forms;
3. Determine how to integrate the ARTA-CSM survey results into the TESDA's data-reporting tools;
4. Identify and address operational issues or concerns that may arise from the pilot implementation; and
5. Determine and recommend necessary changes before the national roll-out of the ARTA CSM Questionnaire.

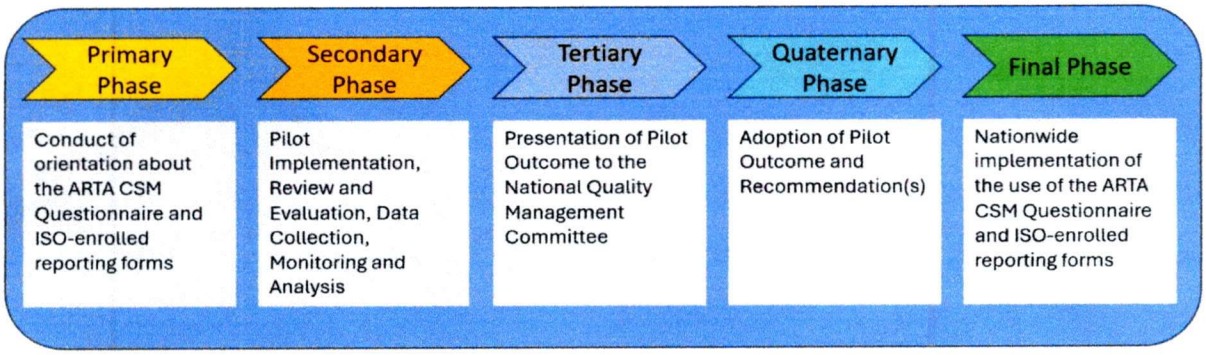
III. Scope and Coverage:

The following shall be the scope and coverage of the pilot implementation.

1. The pilot implementation of the use of the ARTA-CSM Questionnaire and reporting forms shall be conducted by the NCR, Region III, and the Contact Center Unit; and
2. The implementation shall include all steps, processes, requirements, and forms involved in gathering and reporting customer feedback on services included in TESDA's Citizen's Charter.

IV. Operational Framework:

The following operational framework shall be adopted:



OPERATIONAL DETAILS

1. Primary Phase - The CCU shall conduct the orientation on the use of the ARTA CSM Questionnaire and the proposed revisions to the ISO-enrolled reporting forms before the conduct of the pilot implementation. The orientation shall cover the steps, process flow, and interface required in each process along with the roles and responsibilities of the key players namely: the Regional, Provincial/District Customer, TESDA Technological Institutions Customer Satisfaction Focal persons, and the Contact Center Unit.

   The TESDA Information and Communication Technology Office (ICTO) shall develop the online survey form as well as orient the PIAD-CCU, NCR, and Region III Customer Satisfaction Focal persons on processing the data to generate reports.

2. Secondary Phase – This stage shall cover the following major activities including their detailed procedures in customer:

a. Review and evaluation of gathered ARTA CSM survey results and accomplished proposed ISO-enrolled reporting forms (as to the completeness, user-friendliness, correctness, and compliance); and,
b. Preparation and submission of analysis.

The PIAD-CCU, NCR, and Region III Customer Satisfaction Focal persons shall analyze the operational issues encountered by the COROPODOTIs.

For the developed online survey tool, the ICTO-designated personnel shall be informed of any opportunity for improvement or adjustments needed.

3. Tertiary Phase – The CCU shall consolidate all operational issues encountered during the implementation and identify measures to address these operational issues. These shall be presented to the National Quality Management Committee (NQMC) alongside any proposed further revisions to the ISO-enrolled reporting forms.

4. Quaternary Phase – Additional recommendations by the NQMC shall be consolidated and incorporated into a new TESDA Circular containing guidelines on the national roll-out and adoption of the ARTA CSM.

5. Final Phase – Nationwide implementation of the ARTA CSM to gather customer feedback on all services included in the TESDA's Citizens Charter and the new/revised ISO-enrolled reporting forms.

V. Implementation Guidelines:

1. The pilot implementation shall be conducted from March 15, 2024, to April 22, 2024.
2. The pilot implementation of the use of the ARTA-CSM Questionnaire shall take place in the PIAD-CCU, and the Regional Offices, Provincial/District Offices, TESDA Technology Institutions of the TESDA NCR, and Region III.
3. The ARTA-CSM Questionnaire shall gather customer feedback on services included in TESDA's Citizen's Charter.

4. The ARTA-CSM Questionnaire (either on-site or remote) shall be given to the client/customer by the concerned officer/focal after the complete delivery of the service.
5. Whenever necessary, the concerned office/focal person of the process may guide the client/customer in accomplishing the ARTA-CSM Questionnaire but shall not in any way influence the answers.
6. The Provincial/District/TESDA Technology Institutions Customer Satisfaction Focal persons shall gather or shall be furnished with the filled-up ARTA-CSM Questionnaires and consolidate the results using the following proposed revised ISO-enrolled reporting forms:
   a. Monitoring Report of Customer Feedback Form Results (TESDA-OP-TESDO-03-F02 or TESDA-OP-TESDO-03-F05);
   b. Summary Feedback Report Gathered Through Face-to-Face Transaction (TESDA-OP-TESDO-03-F07A) or Summary Feedback Report Gathered Through Online Transaction (TESDA-OP-TESDO-03-F07B);
   c. Summary of Customer Comments (TESDA-OP-TESDO-03-F11); and
   d. Summary of Customers Served Per Declared Services in the Citizen's Charter (TESDA-OP-TESDO-03-F12)
7. On the fifth (5th) working day after the completion of the pilot implementation, the Provincial/District/TESDA Technology Institutions Customer Satisfaction Focal persons shall submit the accomplished reports indicated in item 6 to the Regional Customer Satisfaction Focal persons.
8. The CCU and Regional Customer Satisfaction Focal persons shall observe and document the activities in the accomplishment of the customer feedback survey monitoring reports indicated in items 6 and 7. The activities shall be measured in terms of:
   a. The user-friendliness and completeness of the ARTA CSM Questionnaire;
   b. The clarity in the language used in the questionnaire/forms; and
   c. The ease of execution by the Customer Service Officer in accomplishing the ISO-enrolled monitoring reports.
9. After documenting each activity, the CCU, NCR, and Region III Customer Satisfaction Focal persons shall discuss the outcome and analyze the pilot implementation per process based on items 4 to 7 as indicated above.
10. CCU, NCR, and Region III Customer Satisfaction Focal persons shall prepare the result to be presented to the NQMC.

TESDA CIRCULAR

SUBJECT: Guidelines for the Pilot Implementation of the use of the ARTA Client Satisfaction Measurement Questionnaire and reporting forms in the PIAD-CCU, NCR, and Region III		Page 5 of 5 page/s Number 006 Series of 2024
DATE ISSUED: FEB 20 2024	**EFFECTIVITY:** As Indicated	**SUPERSEDES:**

VI. Timeline:

The activities of the key players in the pilot implementation of the ARTA-CSM tool shall be guided as follows:

Key Players	Activities	Timeline
Central/Regional/Provincial/ District Offices, TESDA Technology Institutions rendering a service/s under TESDA's Citizen's Charter; Central/Regional/Provincial/ District, TESDA Technology Institutions Customer Satisfaction Focal Persons and Contact Center Unit	Conduct pilot testing of the ARTA CSM Questionnaire. Gather customer feedback and accomplish reports using the proposed ISO-enrolled reporting forms. Submit accomplished monitoring reports. Monitor and review the pilot implementation.	March 15, 2024 –April 15, 2024
Regional Customer Satisfaction Focal Persons and Contact Center Unit	Gather the submitted accomplished monitoring reporting forms. Monitor and review the pilot implementation. Prepare pilot outcome and analysis.	April 22, 2024
Contact Center Unit and NQMC	Present pilot outcomes	To be determined by the NQMC Secretariat

This Circular shall take effect on March 15, 2024, and shall be valid until April 22, 2024, or upon completion of the pilot implementation in the CCU, NCR, and Region III.

SUHARTO T. MANGUDADATU, Ph.D.
Secretary/Director General, TESDA

Control No: ___

TESDA
- 1994 -
TECHNICAL EDUCATION AND SKILLS DEVELOPMENT AUTHORITY

ANTI-RED TAPE AUTHORITY
CLIENT SATISFACTION MEASUREMENT FORM
PSA Approval No.: ARTA-2242-3
Expires on 31 July 2023

HELP US SERVE YOU BETTER!

This Client Satisfaction Measurement (CSM) tracks the customer experience of government offices. Your feedback on your recently concluded transaction will help this office provide a better service. Personal information shared will be kept confidential and you always have the option to not answer this form.

Client type: ☐ Citizen ☐ Business ☐ Government (Employee or another agency)

Date: _____ Name (Optional)_____ Sex: ☐ Male ☐ Female Age: _____

Region of residence: _____ Citizens Charter Service Availed: _____

Type of Transaction: ☐ Assessment and Certification ☐Program Registration ☐Training ☐Scholarship ☐Administrative ☐ Others

INSTRUCTIONS: **Check mark (✓)** your answer to the Citizen's Charter (CC) questions. The Citizen's Charter is an official document that reflects the services of a government agency/office including its requirements, fees, and processing times among others.

CC1 Which of the following best describes your awareness of a CC?
- ☐ 1. I know what a CC is and I saw this office's CC.
- ☐ 2. I know what a CC is but I did NOT see this office's CC.
- ☐ 3. I learned of the CC only when I saw this office's CC.
- ☐ 4. I do not know what a CC is and I did not see one in this office. (Answer 'N/A' on CC2 and CC3)

CC2 If aware of CC (answered 1-3 in CC1), would you say that the CC of this office was …?
- ☐ 1. Easy to see
- ☐ 2. Somewhat easy to see
- ☐ 3. Difficult to see
- ☐ 4. Not visible at all
- ☐ 5. N/A

CC3 If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?
- ☐ 1. Helped very much
- ☐ 2. Somewhat helped
- ☐ 3. Did not help
- ☐ 4. N/A

INSTRUCTIONS:
For SQD 0-8, please put a **check mark (✓)** on the column that best corresponds to your answer.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A Not Applicable
Service Quality Dimension 0. I am satisfied with the service that I availed.						
Service Quality Dimension 1. I spent a reasonable amount of time for my transaction.						
Service Quality Dimension 2. The office followed the transaction's requirements and steps based on the information provided.						
Service Quality Dimension 3. The steps (including payment) I needed to do for my transaction were easy and simple.						
Service Quality Dimension 4. I easily found information about my transaction from the office or its website.						
Service Quality Dimension 5. I paid a reasonable amount of fees for my transaction.						
Service Quality Dimension 6. I feel the office was fair to everyone, or "*walang palakasan*", during my transaction.						
Service Quality Dimension 7. I was treated courteously by the staff, and (if asked for help) the staff was helpful.						
Service Quality Dimension 8. I got what I needed from the government office, or (if denied) denial of request was sufficiently explained to me.						

Suggestions on how we can further improve our services (optional):

_____

_____

Email address (optional): _____ Employee's Full Name:_____

THANK YOU!

ANTI-RED TAPE AUTHORITY
CLIENT SATISFACTION MEASUREMENT FORM
PSA Approval No.: ARTA-2242-3
Expires on 31 July 2023

(Online Version)

TECHNICAL EDUCATION AND SKILLS DEVELOPMENT AUTHORITY

HELP US SERVE YOU BETTER!

This short Client Satisfaction Measurement (CSM) survey aims to track the customer experience of government offices. Your answers will enable this office to provide a better service.

Date: _____ Name(Optional):_____ Age: _____Sex: _____ Region/Location: _____

Agency visited: _____

Citizens Charter Service availed: _____

Type of Transaction: ☐ Assessment and Certification ☐Program Registration ☐Training ☐Scholarship ☐Administrative ☐ Others

Customer type (Citizen, Business, or Government?): _____

INSTRUCTIONS: **Check mark (✓)** your answer to the Citizen's Charter (CC) questions.

CC1 Do you know about the Citizen's Charter (document of an agency's services and reqs.)?

☐ 1. Yes, aware before my transaction with this office
☐ 2. Yes, but aware only when I saw the CC of this office
☐ 3. No, not aware of the CC (Skip questions CC2 and CC3)

CC2 If **Yes** to the previous question, did you see this office's Citizen's Charter?

☐ 1. Yes, the CC was easy to find
☐ 2. Yes, but the CC was hard to find
☐ 3. No, I did not see this office's CC (Skip question CC3)

CC3 If **Yes** to the previous question, did you use the Citizen's Charter as a guide for the service/s you availed?

☐ 1. Yes, I was able to use the CC
☐ 2. No, I was not able to use the CC because _____

INSTRUCTIONS: For SQD 1-8, please **encircle the number** that corresponds to your answer:

Strongly Disagree (SD)	Disagree (D)	Neither Agree nor Disagree (NAD)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Service Quality Dimension 1. I spent an acceptable amount of time to complete my transaction *(Responsiveness)*	1	2	3	4	5
Service Quality Dimension 2. The office accurately informed and followed the transaction's requirements and steps *(Reliability)*	1	2	3	4	5
Service Quality Dimension 3. My online transaction (including steps and payment) was simple and convenient *(Access and Facilities)*	1	2	3	4	5
Service Quality Dimension 4. I easily found information about my transaction from the office or its website *(Communication)*	1	2	3	4	5
Service Quality Dimension 5. I paid an acceptable amount of fees for my transaction *(Costs)*	1	2	3	4	5
Service Quality Dimension 6. I am confident my online transaction was secure *(Integrity)*	1	2	3	4	5
Service Quality Dimension 7. The office's online support was available, or (if asked questions) online support was quick to respond *(Assurance)*	1	2	3	4	5
Service Quality Dimension 8. I got what I needed from the government office *(Outcome)*	1	2	3	4	5

Remarks (optional):

_____

_____

TESDA-OP-TESDO-03-F02
Rev. No. XX-MM/DD/YY

Region/Executive Office:
Province/ District Office:

Monitoring Report of Customer Feedback Form Results
(Face-to-Face)

Period Covered:

Feedback Box Location			(Office Name)											Client Satisfaction Form						
No.	Date	Control Number	Client's Name and Contact Details	Client Type (Citizen / Business / Government)	Age	Gender	Email Address	Region / Office Visited	External Services / Interal Sevices	Type of Transaction	Action Provided	Date Resolve	Number of Days to Resolution	CC1 Score	CC2 Score	CC3 Score	SQD Questions	SQD Rating	Citizens Comment	Action Taken if any
																	SQD0			
																	SQD1			
																	SQD2			
																	SQD3			
																	SQD4			
																	SQD5			
																	SQD6			
																	SQD7			
																	SQD8			
																	SQD0			
																	SQD1			
																	SQD2			
																	SQD3			
																	SQD4			
																	SQD5			
																	SQD6			
																	SQD7			
																	SQD8			
																	SQD0			
																	SQD1			
																	SQD2			
																	SQD3			
																	SQD4			
																	SQD5			
																	SQD6			
																	SQD7			
																	SQD8			

Prepared by:

(Full Name over Signature)

Noted by:

(Full Name of Head of Office over Signature)

TESDA-OP-TESDO-03-F05
Rev. No. XX-MM/DD/YY

Region/Executive Office:
Province/ District Office:
Period Covered:

Monitoring Report of Customer Feedback Form Results
(Online)

		Online Version											Client Satisfaction Form						
No.	Date	Client's Name and Contact Details	Client Type (Citizen / Business / Government)	Age	Gender	Email Address	Office Visited	External Services / Interal Sevices	Type of Transaction	Action Provided	Date Resolved	Number of Days to Resolution	CC1 Score	CC2 Score	CC3 Score	SQD Questions	SQD Rating	Citizens Comment	Action Taken if any
																SQD1			
																SQD2			
																SQD3			
																SQD4			
																SQD5			
																SQD6			
																SQD7			
																SQD8			
																SQD1			
																SQD2			
																SQD3			
																SQD4			
																SQD5			
																SQD6			
																SQD7			
																SQD8			
																SQD1			
																SQD2			
																SQD3			
																SQD4			
																SQD5			
																SQD6			
																SQD7			
																SQD8			
																SQD1			
																SQD2			
																SQD3			
																SQD4			
																SQD5			
																SQD6			
																SQD7			
																SQD8			

Prepared by:

(Full Name over Signature)

Noted by:

(Full Name of Head of Office over Signature)

SUMMARY FEEDBACK REPORT GATHERED THROUGH FACE TO FACE TRANSACTION
(Customer Feedback Form ~~TESDA-OP-AS-03-F01~~)
For the month of:

A. Total Number of Customers Served by Gender

Sex	No. of Responses	Internal	External	Overall
Female				
Male				
Did not specify				
Total				

B. Distribution of Customers Served by Age Group

Age Group	No. of Responses	Internal	External	Overall
19 or lower				
20-34				
35-49				
50-64				
65 or higher				
Did not specify				
Total:				

C. Total Number of Customers by Customer Type

Customer Type	No. of Responses	Internal	External	Overall
Citizen				
Business				
Government				
Did not specify				
Total				

D. Total Number of Customers by Type of Transaction per TESDA Programs and Services

Type of Transaction	No. of Responses	Internal	External	Overall
Assessment & Certification				
Program Registration				
Training				
Scholarship				
Admin. Related				
Others				
Total				

E. Total Number of Customers by Type of Transaction per TESDA Programs and Services

Nature of Transaction	Total Transactions
Inquiry	
Complaint	

F. Total Number of Customers by Service Rendered based on the Citizens Charter Service Offered

External Services Offered	No. of Responses	Total Transactions	Overall Rating
Total:			

Internal Services Offered	No. of Responses	Total Transactions	Overall Rating
Total:			

G. Citizen's Charter Questions

Questions	No. of Responses	Percentage
CC1. I know what a CC is and I saw this office's CC		
CC1. I know what a CC is but I did not see this office's CC		
CC1. I learned of the CC only when I saw this office's CC		
CC1. I do not know what a CC is and I did not see one in this offi		
Total		

CC2. Easy to see		
CC2. Somewhat easy to see		
CC2. Difficult to see		
CC2. Not visible at all		
CC2. N/A		
Total		

CC3. Helped very much		
CC3. Somewhat helped		
CC3. Did not help		
CC3. N/A		
Total		

H. Action Provided Relative to Purpose of Visit

Action Provided	No. of Responses
Provided a Direct and Concrete Response / Information	
Referred to RO	
Referred to PO/DO	
Referred to Focal	
Referred to TVIs	
Referred Assessment Centers	
Others	
Total:	

I. Service Quality Dimensions (SQD) Results

Service Quality Dimension	No. of Responses						Total Response	Overall Rating
	SA	A	NAD	D	SD	N/A		
SQD1 - Kakayahang Tumugon (Responsiveness)								
SQD2 - Pagiging Maaasahan (Reliability)								
SQD3 - Akses at Pasilidad (Access and Facilities)								
SQD4 - Komunikasyon (Communication)								
SQD5 - Mga Halaga (Costs)								
SQD6 - Integridad (Integrity)								
SQD7 - Katiyakan (Assurance)								
SQD8 - Kinalabasan (Outcome)								
Overall								

SQD0 Results	No. of Responses						Total Response	Overall Rating
	SA	A	NAD	D	SD	N/A		
SQD0 - Nasiyahan sa Serbisyo (Satisfaction of Services)								

J. Overall Rating

Rating	No. of Responses	Percentage
Lubhang Sumasang-ayon (Strongly Agree)		
Sumasang-ayon (Agree)		
Walang Sagot (Neither Agree nor Disagree)		
Hindi Sumasang-ayon (Disagree)		
Lubhang Hindi Sumasang-ayon (Strongly Disagreee)		
Total		

ANALYSIS:

_____

_____

Prepared by:

(Full Name)
(Designation)

Noted by:

(Full Name)
(Designation)

TESDA-OP-AS-03-F07(B)
Rev. No. XX-MM/DD/YY

SUMMARY FEEDBACK REPORT GATHERED THROUGH ONLINE
(Online Customer Feedback Form)
For the month of:

A. Total Number of Customers Served by Gender

Sex	No. of Responses	Internal	External	Overall
Female				
Male				
Did not specify				
Total				

B. Distribution of Customers Served by Age Group

Age Group	No. of Responses	Internal	External	Overall
19 or lower				
20-34				
35-49				
50-64				
65 or higher				
Did not specify				
Total:				

C. Total Number of Customers by Customer Type

Customer Type	No. of Responses	Internal	External	Overall
Citizen				
Business				
Government				
Did not specify				
Total				

D. Total Number of Customers by Type of Transaction

Type of Transaction	No. of Responses	Internal	External	Overall
Assessment & Certification				
Program Registration				
Training				
Scholarship				
Admin. Related				
Others				
Total				

E. Total Number of Customers by Type of Transaction per TESDA Programs and Services

Nature of Transaction	Total Transactions
Inquiry	
Complaint	

F. Total Number of Customers by Service Rendered based on the Citizens Charter Service Offered

External Services Offered	No. of Responses	Total Transactions	Overall Rating
Total:			

Internal Services Offered	No. of Responses	Total Transactions	Overall Rating
Total:			

G. Citizen's Charter Questions

Questions	No. of Responses	Percentage
CC1. Yes, aware before my transaction with this office		
CC1. Yes, but aware only when I saw the CC of this office		
CC1. No, not aware of the CC		
Total		

CC2. Yes, the CC was easy to find		

CC2. Yes, but the CC was hard to find		
CC2. No, I did not see this office's CC		
Total		

CC3. Yes, I was able to use the CC		
CC3. No, I was not able to use the CC because		
Total		

H. Action Provided Relative to Transaction

Action Provided	No. of Responses
Provided a Direct and Concrete Response / Information	
Referred to RO	
Referred to PO/DO	
Referred to Focal	
Referred to TVIs	
Referred Assessment Centers	
Others	
Total:	

I. Service Quality Dimensions (SQD) Results

Service Quality Dimensions	No. of Responses					Total Response	Overall Rating
	SA	A	NAD	D	SD		
SQD1 - Kakayahang Tumugon (Responsiveness)							
SQD2 - Pagiging Maaasahan (Reliability)							
SQD3 - Akses at Pasilidad (Access and Facilities)							
SQD4 - Komunikasyon (Communication)							
SQD5 - Mga Halaga (Costs)							
SQD6 - Integridad (Integrity)							
SQD7 - Katiyakan (Assurance)							
SQD8 - Kinalabasan (Outcome)							
Overall							

J. Overall Rating

Rating	No. of Responses	Overall
Lubhang Sumasang-ayon (Strongly Agree)		
Sumasang-ayon (Agree)		
Walang Sagot (Neither Agree nor Disagree)		
Hindi Sumasang-ayon (Disagree)		
Lubhang Hindi Sumasang-ayon (Strongly Disagreee)		
Total		

ANALYSIS:

_____

_____

_____

Prepared by:

(Full Name)
(Designation)

Noted by:

(Full Name)
(Designation)

TESDA-OP-TESDO-03-F11
Rev. No. XX-MM/DD/YY

SUMMARY OF CUSTOMER COMMENTS

Central / Region: _____
Division / Province / District: _____
Period Covered: _____

Citizens' Charter Services Availed by Respondents	Summary of Clients Comments	Action/s Taken

Prepared by:

(Signature over Printed Name)
(Designation/Position)

Noted by:

(Signature over Printed Name)
(Designation/Position)

SUMMARY OF CUSTOMERS SERVED PER DECLARED SERVICES IN THE CITIZENS CHARTER

Central/Region: _____

Division/Province/ District: _____

Period Covered: _____

Citizen's Charter Services Availed by Respondents	Month	Total Number of Clients per Services Offered			
		Offices	RO	PO	TOTAL
Total					

Prepared by:

(Signature over Printed Name)
(Designation/Position)

Noted by:

(Signature over Printed Name)
(Designation/Position)