



## Citizen/Client Satisfaction Survey Report (2021-2022)

### Rationale

The Visayas State University is committed to its Quality Policy Statement that policies and procedures are communicated to and understood by all faculty, staff, students, and other stakeholders and that the system is continually improved for its relevance and effectiveness. Furthermore, the purpose of the Customer Satisfaction within ISO 9001:2015 ensures that products and services are up to the quality standards to clients, and the service provider wants their clients to be happy and feel valued.

### Methodology

To begin with, the university has various mechanisms for customers to provide feedback regarding the services. Satisfaction Survey Forms (see Appendix A and B) are made available online, which can be accessed via the VSU website ([www.vsu.edu.ph](http://www.vsu.edu.ph)), emails, and QR codes in offices. The said forms are also placed in the suggestion boxes located in every office in the university.

Further, office personnel then requests customers to fill out the Feedback Survey form after their transaction. Forms are later collected and gathered for analysis.

The forms measure the total customer experience from the service they availed. From 2019 to July 2021, the university measures five service dimensions, namely (1) Politeness/ Courtesy given by staff/service provider, (2) Competence /knowledge of staff/ service provider, (3) Service provided at a very reasonable time, (4) Purpose of visit/ transaction accomplished, and (5) Overall experience.

In August 2021, the measures were revised following the new service dimensions of the customer experience mentioned in Annex 4 of AO 25 IATF. This now assesses eight key service quality dimensions, namely; (1) Responsiveness, (2) Reliability/Quality, (3) Access and Facilities, (4) Communication, (5) Costs, (6) Integrity, (7) Assurance, and (8) Outcome.

### Coverage

Data utilized in this report include the filled-out pen and paper and online survey forms retrieved from Sept 2019 to Dec 2021 in VSU Main Campus. The forms obtained from the different offices were collectively analyzed.

### Data Analysis

Results are presented in table form showing the performance rating of the university. The university uses the Customer Satisfaction Rating (CSAT) to determine its performance rating (see Equation 1). Details of the rating scales used are shown in Table 1.



$$(1) \quad CSAT = \frac{\text{Satisfied customers (Rated 4 and 5)}}{\text{Total number of responses}}$$

Table 1. Rating scales used to measure client experience

Rating	Scale	
	Satisfaction	Agreement
1	Very dissatisfied	Strongly disagree
2	dissatisfied	Disagree
3	Neither satisfied nor dissatisfied	Neither agree nor disagree
4	Satisfied	Agree
5	Very satisfied	Strongly agree

CSAT rating shows the percentage of customers who are satisfied with the services. CSAT was computed for each of the service quality dimension. Similarly, qualitative comments are also categorized based on the service dimension it indicates.

## Results

4,353 survey forms were collected in the 2019-2020 period, while only 1,044 were collected in 2021. This significantly decreased during the onset of COVID-19 when transactions were mainly made online. The collected forms were analyzed to generate information regarding the customer satisfaction

Table 2. Responses collected

	Old form		New form
	2019-2020	2021	2021
<b>Responses</b>	4,353	758	286

Table 3 shows the overall CSAT rating of the university. All in all, the university obtained a 97% CSAT rating in the 2019-20 period. This increased to 98% in 2021. This indicates that around 97% to 98% of the clients the university served were satisfied.

Table 3. CSAT Rating of the university using the old service measures (2019-2021)

Criteria	2019-2020	2021
Politeness/ Courtesy given by staff/service provider	97%	98%
Competence /knowledge of staff/ service provider	97%	98%
Service provided at a very reasonable time	96%	97%
Purpose of visit/ transaction accomplished	97%	98%
Overall experience	97%	98%
<b>University Average</b>	<b>97%</b>	<b>98%</b>

Using the new measures for the service quality dimension, the university obtained an overall CSAT rating of 96%. The highest-rated dimensions are integrity (99%), communication (98%), and outcome (98%), while the lowest are the costs (92%), responsiveness (96%), and reliability (96%).

Table 4. Overall CSAT Rating of the university using the new service dimension measures (2021)

Criteria	2021 (from August-Dec)
Responsiveness	96%
Reliability	96%
Costs	92%
Timeliness of the billing	91%
Cost of the service	93%
Billing process	93%
Preferred modes of payment	91%
Communication	98%
Access & Facilities	97%
Integrity	99%
Assurance	97%
Outcome	98%
<b>University Average</b>	<b>96%</b>

Comments obtained from the forms were also recorded and analyzed. However, only comments that showed suggestions and dissatisfaction were recorded, and each of these comments was classified based on the service dimension in connotes. Table 5 presents the summary of the comments gathered from the survey forms.

In 2020, most comments were about the delivery of instruction during the early stages of the pandemic.

Comments on access and facilities, and responsiveness comprised more than half of all recorded comments in both years. There is also a noticeable increase in comments about communication in 2021.

Table 5. Percentage of comments received per service dimension

Service Dimension	2020	2021	Change
Access and Facilities	33%	24%	-9.3%
Responsiveness	24%	28%	+3.9%
Communication	1%	24%	+22.6%
Reliability	4%	10%	+6.5%
Assurance	2%	6%	-2.1%
Integrity	2%	-	-2.1%
Costs	-	4%	+6.0%
Others	33%	4%	+4.0%



## Summary

Overall, the university obtained a high satisfaction rating from its customers. However, areas regarding responsiveness shall be improved.

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Management  
System  
ISO 9001:2015  
www.tuv.com  
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**Vision:**  
**Mission:**

A globally competitive university for science, technology, and environmental conservation.  
Development of a highly competitive human resource, cutting-edge scientific knowledge  
and innovative technologies for sustainable communities and environment.

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## Appendix A

### CUSTOMER SATISFACTION SURVEY FORM

We'd like to hear from you! Nais naming marinig mula sa iyo!

<b>Tracking Information:</b>			
<b>Date:</b>		<b>Time:</b>	
<b>Office Visited:</b>		<b>Service Aailed:</b>	

<b>How was the service?</b> Kindly rate the quality of service the office provided by checking the appropriate measure applicable. ( <i>Kumusta ang serbisyo? Pinapayuhan na i-rate ang serbisyo na ibinigay ng tanggapan sa pamamagitan ng pag-check sa naaangkop na kriteria.</i> )						
<b>Criteria (please check):</b> 1 - Strongly disagree or highly dissatisfied ( <i>Hindi sang-ayon, o hindi nasiiyahan</i> ) 5 - Strongly agree or highly satisfied ( <i>Lubos na sumasangayon o lubos na nasiiyahan</i> )						
		1	2	3	4	5
<b>1. Responsiveness (Pagtugon).</b> The staff was willing to help, had assisted, and provided prompt service to citizens/clients. ( <i>Ang kawani ay handang tumulong, at nagbigay ng mabilis na serbisyo sa mga kliyente</i> )						
<b>2. Reliability (Pagiging maasahan).</b> The staff was able to provide what was needed and what was promised, following the policy and standards, with a zero or minimal error rate. ( <i>Nagawang ibigay ng kawani kung ano ang kinakailangan ayon sa itinakdang pamantayan, na may wala o kaunting pagkakamali.</i> )						
<b>3. Access &amp; Facilities (Lokasyon at Pasilidad).</b> The location was convenient, there was ample amenities for comfortable transactions, and there was good use of signages and modes of technology. ( <i>Madali ang lokasyon, may sapat na gamit para sa komportableng mga transaksyon, at may mahusay na paggamit ng mga karatula at mga teknolohiya.</i> )						
<b>4. Communication (komunikasyon).</b> The staff kept the clients informed in a language they can easily understand and listened to their feedback. ( <i>Ang kawani ay nakikipagugnay sa kliyente sa paraang malinaw at nauuwaan ang kanilang mga opinyon at komento.</i> )						
<b>5. Costs (Gastos):</b> How satisfied are you with the following ( <i>Gaano ka kakontento sa mga sumusunod:</i> ):						
a. Timeliness of the billing ( <i>Maagap na pagsingil</i> )						
b. Billing process ( <i>Proseso sa pagsingil</i> )						
c. Preferred modes of payment ( <i>Paraan ng pagbayad</i> )						
d. Cost of the service ( <i>Halagang katumbas ng serbisyo</i> )						
<b>6. Integrity (Integridad).</b> The staff ensured that there was honesty, justice, fairness, and trust in each service while dealing with the clients. ( <i>Tiniyak ng kawani na mayroong katapatan, hustisya, patas, at tiwala sa bawat serbisyo sa mga kliyente.</i> )						



7. <b>Assurance (Kasiguruhan).</b> The staff were highly capable in performing their duties, product and service knowledge, understood well the client needs, were helpful, and had good work relationship. <i>(Ang kawani ay may kakayahang gampanan ang kanilang mga tungkulin, na may kaalaman sa serbisyo, pagunawa sa mga pangangailangan ng kliyente, matulungin, at nagkaroon ng mabuting ugnayan sa trabaho.)</i>					
8. <b>Outcome (Resulta ng serbisyo).</b> Rate in terms of achieving outcomes or realizing its intended benefits of the service. <i>(Gaano ka nakontento sa serbisyong natanggap?)</i>					
<p>How was our service? Write here your suggestions, recommendations or problems encountered. As much as possible, please provide details (such as date of transaction, form of the services availed, flow of process, etc) to provide context on your experience.</p> <p><i>[Kumusta ang aming serbisyo? Isulat dito ang iyong mga mungkahi, rekomendasyon o problemang nakatagpo. Hangga't maaari, magbigay ng mga detalye (tulad ng petsa ng transaksyon, serbisyo natanggap, daloy ng proseso, atbp) upang magbigay ng konteksto sa aming serbisyo.]</i></p>					
<b>Comments, Suggestions or Compliments:</b>					

**We appreciate you for giving us your feedback!**

In compliance with Republic Act 10173 or the Data Privacy Act of 2012, the Visayas State University is committed to ensure that all personal data that you share with us is safeguarded and protected.

We will only use your personal information for traceability or follow-up purposes, if need arises.

Thank you!

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**Pinapasalamat ka namin sa pagbibigay ng iyong komento!**

Alinsunod sa Republic Act 10173 o Data Privacy Act ng 2012, ang Visayas State University ay nakatuon sa pagtiyak na ang lahat ng personal na data na ibinabahagi mo sa amin ay protektado.

Gagamitin lamang namin ang iyong personal na impormasyon para sa pagsubaybay, kung kinakailangan.

Maraming Salamat Po!

<b>Customer Type, required (in relation to VSU):</b>			
<input type="checkbox"/> Student	<input type="checkbox"/> Faculty	<input type="checkbox"/> Staff	<input type="checkbox"/> Alumni <input type="checkbox"/> Parent <input type="checkbox"/> Guest <input type="checkbox"/> Other _____
Name of Client (optional)			
Agency (optional)			
Email (optional)		Contact Number (optional)	

## Appendix B

VISAYAS STATE UNIVERSITY

# CUSTOMER SATISFACTION FORM

VISAYAS STATE UNIVERSITY - CEBU  
CITY OFFICE OF INFORMATION TECHNOLOGY

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Section 1 of 6

## Citizen/Client Satisfaction Form

We'd like to hear from you!

Thank you for choosing Visayas State University. Your feedback on our services is important to us to assist you better and improve our processes and services. Please let us know your experience by filling out this form.

Thank you!

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Nais naming marinig mula sa iyo!

Salamat sa pagpili ng Visayas State University. Ang iyong puna sa aming mga serbisyo ay mahalaga sa amin upang mapabuti ang aming mga proseso at serbisyo. Mangyaring ipaalam sa amin ang iyong karanasan sa pamamagitan ng pag-sagot ng form na ito.

**Campus**

- ☐ Alang-alang
- ☐ Baybay
- ☐ Isabel
- ☐ Tolosa
- ☐ Villaba

**I will:**

- ☐ Rate a Service
- ☐ Raise a Suggestion
- ☐ Raise a Concern
- ☐ Other...

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Section 2 of 6

## Suggestion

Description (optional)

**Office to be addressed:**

Short answer text

**Specific type of service to be addressed:**

Long answer text

**Suggestion:**

Long answer text



## Concern

Description (optional)

This is a concern about: \*

- ☐ Student Concerns (admission, scholarships, dormitory, library, etc)
- ☐ Employee Concerns (pay, work environment, etc)
- ☐ Facilities (classrooms, university vehicles, landscaping, etc)
- ☐ Other University Services

Description of Complaint

As much as possible, please provide details (such as date of transaction, form of the services availed, flow of process, etc) to provide context on your experience.

Long answer text

Suggested Action/Remedy

What do you think the office should do?

Long answer text

After section 3 Go to section 6 (Thank you!)

Section 4 of 6

## How was the service?

Kindly rate the quality of service the office provided by checking the appropriate measure applicable. (Kumusta ang serbisyo? Pinapayuhan na i-rate ang serbisyo na ibinigay ng tanggapan sa pamamagitan ng pag-check sa nasangkop na kriteria.)

Office visited (Opisina na binisita): \*

Short answer text

What was the service/s you availed? \*

Specify the service you availed. (e.g. job request, document request, certification and authentication of document, consultation, payment, request for use of facilities, etc)

Short answer text

Responsiveness (Pagtugon)

The staff was willing to help, assisted, and provided prompt service to citizens/clients. (Ang kawani ay handang tumulong, at nagbigay ng maligay na serbisyo sa mga kliyente)

Strongly agree Agree Neither agree... Disagree Strongly disagree (Not Applicable)

Rating



Reliability (Pagiging maasahan)

The staff was able to provide what was needed and what was promised, following the policy and standards, with a zero or minimal error rate. (Nagawang ibigay ng kawani kung ano ang kinakailangan ayon sa itinakdang pamantayan, na may wala o kaunting pagkakamali.)

Strongly agree Agree Neither agree... Disagree Strongly disagree (Not Applicable)



#### Access & Facilities (Lokasyon at Pasilidad)

The location was convenient, there was ample amenities for comfortable transactions, and there was good use of signages and modes of technology. (Matalas ang lokasyon, maraming mga gamit para sa komportableng mga transaksyon, at may mahusay na paggamit ng mga karatula at mga teknolohiya.)

Strongly agree Agree Neither agree... Disagree Strongly disagree (Not Applicable...)

Rating ☐ ☐ ☐ ☐ ☐ ☐

#### Communication (komunikasyon)

The staff kept the clients informed in a language they can easily understand, and listened to their feedback. (Ang kawani ay nakikipagugnay sa kliyente sa paraang malinaw at nauuwan ang kanilang mga opinyon at puna.)

Strongly agree Agree Neither agree... Disagree Strongly disagree (Not Applicable...)

Rating ☐ ☐ ☐ ☐ ☐ ☐

#### Costs (Gastos)

How satisfied are you with the following? (Gaano ka nakontento sa mga sumusunod):

Very satisfied Satisfied Neither satis... Dissatisfied Very dissatis... (Not Applica...)

Very satisfied Satisfied Neither satis... Dissatisfied Very dissatis... (Not Applica...)

Timeliness o... ☐ ☐ ☐ ☐ ☐ ☐

Billing proce... ☐ ☐ ☐ ☐ ☐ ☐

Preferred mo... ☐ ☐ ☐ ☐ ☐ ☐

Cost of the s... ☐ ☐ ☐ ☐ ☐ ☐

#### Integrity (Katapatan)

The staff ensured that there was honesty, justice, fairness, and trust in each service while dealing with the clients. (Tiniyak ng kawani na mayroong katapatan, hustiya, patas, at tiwala sa bawat serbisyo sa mga kliyente.)

Strongly agree Agree Neither agree... Disagree Strongly disagree (Not Applicable...)

Rating ☐ ☐ ☐ ☐ ☐ ☐

#### Assurance (Kasiguruhan)

The staff was highly capable in performing their duties, provided good service, and were helpful, and had good work relationship. (Ang kawani ay may kakayahang gawin ang kanilang mga tungkulin, na may kasalanan sa serbisyo, pag-uwi sa mga pangangailangan ng kliyente, matulungin, at nagkaron ng mabuting ugnayan sa trabaho.)

Strongly agree Agree Neither agree o... Disagree Strongly disagr...

Rating ☐ ☐ ☐ ☐ ☐

#### Outcome (Resulta ng serbisyo)

Rate in terms of achieving outcomes or realizing its intended benefits of the service. (Gaano ka nakontento sa serbisyong natanggap?)

Very satisfied Satisfied Neither satis... Dissatisfied Very dissatis... (Not Applica...)

Rating ☐ ☐ ☐ ☐ ☐ ☐

After section 4 Continue to next section

Section 5 of 6

## Comments, Suggestions or Compliments

How was the service? Write here your suggestions, recommendations or problems encountered. As much as possible, please provide details (such as date of transaction, form of the services availed, flow of process, etc) to provide context on your experience.

[Kumusta ang serbisyo? Isulat dito ang iyong mga mungkahi, rekomendasyon o problemang nakatagpu. Hangga't maaari, mangyaring magbigay ng mga detalye tulad ng petsa ng transaksyon, serbisyo natanggap, daloy ng proseso, atbp) upang magbigay ng konteksto sa iyong karanasan.]

Write your Comments, Suggestions or Compliments here:

Long answer text

After section 5 Go to section 6 (Thank you!)

Section 6 of 6

## Thank you!

We appreciate you for giving us your feedback!

In compliance with Republic Act 10173 or the Data Privacy Act of 2012, the Visayas State University is committed to ensure that all personal data that you share with us is safeguarded and protected.

We will only use your personal information for traceability or follow-up purposes, if need arises.

Thank you!

Pinapapalamanan ka namin sa pagbibigay ng iyong punal

Sa pagsunod sa Republic Act 10173 o Data Privacy Act ng 2012, ang Visayas State University ay nakatuon sa pagtiyak na ang lahat ng personal na data na ibinabahagi mo sa amin ay protektado.

Gagamitin lamang namin ang iyong personal na impormasyon para sa pagsubaybay, kung kinakailangan.

Maraming salamat!

Customer Type (in relation to the university) \*

- ☐ Student
- ☐ Faculty
- ☐ Staff
- ☐ Alumni
- ☐ Parent
- ☐ Applicant
- ☐ Other

Name of Client (optional)

Short answer text

Position Title/Designation (if applicable)

Short answer text



Agency (optional)  
Short answer text

Email (optional):  
Short answer text

Contact Number (optional)  
Short answer text

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