



## CITIZEN/CLIENT SATISFACTION REPORT

### I. Introduction

The Philippine Council for Industry, Energy and Emerging Technology Research and Development (PCIEERD), also known as the Innovation Council for Industry, Energy and Emerging Technologies, utilizes the traditional Customer Satisfaction Score (CSat) for which customers are encouraged to express the level of satisfaction for every service availed of from PCIEERD. This is in congruence with the aim to attain satisfaction rating of customers as defined in the PCIEERD's quality objectives.

### II. Description of the Citizen/Client Satisfaction Survey

The customer satisfaction survey was developed according to the types of PCIEERD customers namely: (1) walk-in customers who visit the office for business transactions such as follow-up of request, to inquire or consult, attend meetings or submit documents; and (2) customers who attend PCIEERD events. The customized survey was designed into a form with set of questions and corresponding rating scale.

The customer satisfaction survey form is available at the PCIEERD Information Center and in the Divisions. This form is given to the customers of PCIEERD, also known as Respondents. They are requested to rate PCIEERD according to the level of satisfaction on the services rendered to them. The accomplished survey form are dropped in the designated drop box and collated for processing. Results thereof are regularly reported to the PCIEERD Management Team. Suggestion and recommendations for improvement of PCIEERD services resulting from the survey are acted upon.

PCIEERD applies both the quantitative and qualitative approaches to interpret the results of surveys. It involves computation of results as well as getting feedback from customers. Results are compared with previous years to determine whether the rating has improved and whether there is an increase in the number of Respondents. Below is the result of the 2018 and 2017 Customer Satisfaction Rating:

	2018				2017			
	Walk-In		Events		Walk-In		Events	
	Satisfied	Not Satisfied	Satisfied	Not Satisfied	Satisfied	Not Satisfied	Satisfied	Not Satisfied
Rating	100.00%	0.00%	92.63%	7.37%	99.00%	1.00%	97.50%	2.50%
Respondents	368		1,207		727		278	

### III. Improvement Action Plan for FY 2019

The current customer satisfaction survey of PCIEERD is designed to cater to walk-in customers and those who attend PCIEERD events. PCIEERD realizes the need to expand the scope of the survey by including its core services namely: (1) project proposal evaluation and approval phase; (2) monitoring of projects; and (3) assessment of completed projects.

Further, the method for data collection will also be improved. A Customer Relation Management Information System (CRMIS) was already developed and will be deployed this March 2019. The CRMIS is a web-based application system intended to automate the collection, escalation, analysis and reporting of customer satisfaction. The system hopes to improve efficiency and efforts in relation to customer experience.

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