



<b>Memorandum Circular</b>	<b>CLIENT SATISFACTION SURVEY (CSS)</b>	Date: 14 May 2012
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**REFERENCE DOCUMENT:**

OO-2012- 003            Client Feedback and Perception

**IMPLEMENTING GUIDELINES.** The following sets the guidelines on the conduct of Client Satisfaction Survey.

1. **Coverage.** The following guidelines shall apply to Client Satisfaction Survey (CSS) being conducted for the Academy projects.
2. **Definition of terms**
  - 2.1. **Contact person** – pertains to the project's counterpart and who is authorized to evaluate the delivery of project conducted by the Academy for his/her agency.
  - 2.2. **Customized training programs** – are courses developed and tailor-fitted for participation by a specific group or agency.
  - 2.3. **Public offerings** – are training programs or course on specific concern/s open for participation by varied participants on one particular time or duration.
  - 2.4. **Request for Action (RFA)** – is an instrument used to record detected / potential nonconformities and actions taken.
  - 2.5. **Summary of Course Evaluation** – is a summation of Course Evaluation Sheets and Speaker / Topic Evaluation Sheets conducted by a Center for a particular customized or public offering type of training.
  - 2.6. **Technical assistance** – is a set of interventions addressed at improving or enhancing the systems and procedures, structure and human resources of an organization.

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3. **Evaluation Forms.** There are three (3) evaluation forms being used in the conduct of the CSS:

- 3.1. *Client Satisfaction Survey* . This form shall be accomplished by the client, represented by the project's contact person, to evaluate over-all delivery of the project conducted by the Academy.
- 3.2. *Course Evaluation Sheet*. This supplemental form shall be accomplished by the training participants to evaluate delivery of training program or degree course.
- 3.3. *Speaker / Topic Evaluation Sheet*. This other supplemental form shall be accomplished by the training participants to evaluate speakers or resource persons of training program or degree course.

*Please refer to the existing prescribed forms .*

*When necessary, clients may use their prescribed forms. However, for a standard generation of survey results and reporting, they will likewise be required to accomplish the Academy-prescribed forms.*

4. **Responsibilities.**

4.1. **Corporate Operations and Strategy Management Office shall administer the conduct of the CSS within a month upon project completion. As such, it shall:**

- 4.1.1. Monitor projects being implemented by the different operating Groups;
- 4.1.2. Coordinate with respective Project Managers the conduct of the CSS;
- 4.1.3. On a yearly basis, ensure that at least 40% of the total clients of completed projects are covered by the CSS;
- 4.1.4. Present a Summary Report on the results of the CSS, Course Evaluation and the Speaker/ Topic Evaluation during the Management Reviews.
- 4.1.5. Disseminate copy of the Summary Report to the following:
  - 4.1.5.1 Project Manager concerned
  - 4.1.5.2 Group Head concerned
  - 4.1.5.3 Center Head concerned
  - 4.1.5.4 Internal Quality Audit Committee

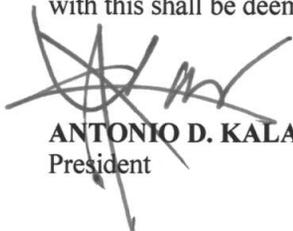


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- 4.2. **Operating Groups (Programs and School) shall:**
- 4.2.1. Ensure the accomplishment by the participants of the Course Evaluation Sheet form and the Speaker / Topic Evaluation Sheet form;
  - 4.2.2. Summarize results of the two forms;
  - 4.2.3. Provide COSMO with summary report of the same within a month upon project completion.
  - 4.2.4. Attend to all concerns raised by the clients.
- 4.3. **Internal Quality Audit Committee** shall, when there is a failure on the part of the concerned Project Manager to address a client's concern, issue the corresponding Request for Action (RFA).
5. **Client Satisfaction Rating.** The Academy Management shall set and issue an annual target Client Satisfaction Rating. Overall Client Satisfaction Rating shall be derived from the results of the accomplished Client Satisfaction Survey forms.

#### **EFFECTIVITY**

This Memorandum Circular shall take effect immediately and shall remain in force unless otherwise superseded by an appropriate policy issuance. Likewise, all issuances inconsistent with this shall be deemed superseded.

  
**ANTONIO D. KALAW, JR.**  
President



CLIENT SATISFACTION SURVEY

The Development Academy of the Philippines would like to thank you and your organization for availing of our products and services. As we pursue our commitment to serve you better, we are continually improving our systems and processes to ensure total customer satisfaction. As such, we would like to seek your help in evaluating the products and services of the Academy. This information is very valuable in our continuing effort to give you world-class products and services.

Part I. CLIENT PROFILE

Name \_\_\_\_\_
Position / Department \_\_\_\_\_
Organization \_\_\_\_\_

Part II. PROJECT EVALUATION

Project Title: \_\_\_\_\_

Based on the above-cited project, please shade the number that corresponds to your answer.

Table with 6 columns: A. PROCESS, Very Satisfied 5, 4, 3, 2, Very Dissatisfied 1. Rows include Timeliness of response to clients requirements, Responsiveness to requirements, Consistency in updating project progress, and Delivery of outputs.

Please suggest ways on how we can improve our processes. \_\_\_\_\_

Table with 6 columns: B. PERSONNEL (refers to our project team, resource persons/facilitators/consultants), Very Satisfied 5, 4, 3, 2, Very Dissatisfied 1. Rows include Courtesy, Availability, Knowledge, Professionalism, and Complaint Resolution.

Please suggest ways by which we can improve the way our personnel attend to your needs? \_\_\_\_\_

Table with 6 columns: C. FACILITIES & EQUIPMENT, Very Satisfied 5, 4, 3, 2, Very Dissatisfied 1. Rows include Adequacy, User-friendliness, and Cleanliness.

Please indicate your suggestion/s on how we could improve our facilities \_\_\_\_\_



CLIENT SATISFACTION SURVEY

<b>D. VALUE FOR MONEY</b>	Very Satisfied 5	4	3	2	Very Dissatisfied 1
Our services are worth the fees we required from you	<input type="radio"/>				

<b>E. OVER-ALL SATISFACTION RATING</b>	Very Satisfied 5	4	3	2	Very Dissatisfied 1
	<input type="radio"/>				

<b>F. OTHERS</b>	Will Recommend 5	4	3	2	Will not Recommend 1
Probability that you will recommend DAP to a friend or co-worker	<input type="radio"/>				

**G. What significant improvements have been made as a result of the project intervention?**

**H. What other DAP Products/ Programs would you like to avail in the future?**

GOOD GOVERNANCE	PRODUCTIVITY & QUALITY	KNOWLEDGE MANAGEMENT	SUSTAINABLE HUMAN DEVELOPMENT	GRADUATE DEGREE PROGRAMS
<input type="radio"/> Local Development Planning	<input type="radio"/> PQA Programs	<input type="radio"/> Organizational Development	<input type="radio"/> Foundation Course on Environmental Management	<input type="radio"/> Executive Doctorate in Education Leadership (EDEL)
<input type="radio"/> Performance Management and Measurement	<input type="radio"/> Organizational Transformation towards Business Excellence	<input type="radio"/> Human Capital Development	<input type="radio"/> Renewable Energy Training Program	<input type="radio"/> Master in Public Management (MPM) major in
<input type="radio"/> Policy Research	<input type="radio"/> SME Productivity Management	<input type="radio"/> Benchmarking on Best Practices	<input type="radio"/> Climate Change Adaptation and Disaster Reduction	<input type="checkbox"/> Biodiversity Conservation Governance
<input type="radio"/> Integrity Development	<input type="radio"/> Value Chain Productivity	<input type="radio"/> Knowledge Audit	<input type="radio"/> Energy Efficiency	<input type="checkbox"/> Development and Security
<input type="radio"/> System Design/ Reengineering	<input type="radio"/> ISO 9001 QMS Development	<input type="radio"/> IT-Based Knowledge Tools	<input type="radio"/> Integrated Solid Waste Mgt	<input type="checkbox"/> Intl Development and Security
<input type="radio"/> Leadership Development	<input type="radio"/> Green Productivity	<b>SHORT COURSES</b>		<input type="checkbox"/> Health Systems and Development
<input type="radio"/> Change Management	<input type="radio"/> Food Safety Mgt System (ISO 22000)	<input type="radio"/> Executive Coaching Sessions	<input type="radio"/> Corruption Sensitivity Workshop Trainers' Training Course	<input type="checkbox"/> Integrity Development in Governance
	<input type="radio"/> Good Agricultural Practices	<input type="radio"/> Global-Local Leaders Program	<input type="radio"/> Flagship Course on Health Sector Reform and Sustainable Financing	<input type="checkbox"/> Local Governance and Development
				<input type="radio"/> Master in Productivity and Quality Regular
				<input type="radio"/> Master in Productivity and Quality (MPQM) major in Micro Finance

**THANK YOU for your time to complete this Client Survey Form!**