



Republic of the Philippines
Department of Education
REGION VIII - EASTERN VISAYAS

October 4, 2023

OFFICE MEMORANDUM

ORD-2023- 619

**DETERMINING OFFICE'S OVERALL CUSTOMER'S SATISFACTION
MEASUREMENT (CSM) RATING AND PROCESS OF
ENTERTAINING WALK-IN CLIENTS**

To: Director III
Functional Division Chiefs, Unit, and Section Heads
All DepEd RO VIII employees

1. This Office, through the Public Affairs Unit, provides additional guidelines on determining Office's overall Customer's Satisfaction Measurement (CSM) rating and process of entertaining walk-in clients.
2. All DepEd RO VIII employees shall strictly comply with the guidelines and ensure adherence to the Citizen's Charter.
3. Immediate dissemination of and strict compliance with this Memorandum are desired.


EVELYN R. FETALVERO, CESO IV
Regional Director

ORD-PAU-JFC



Address: Government Center, Candahug, Palo, Leyte
Telephone No.: (053) 832-5738
Email Address: region8@deped.gov.ph
Website: https://region8.deped.gov.ph

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Additional Guidelines on Determining Office's Overall Customer's Satisfaction Measurement (CSM) Rating

To determine an office's overall Customer Satisfaction Measurement rating, the following guidelines shall be implemented:

1. Collecting the customer feedback

All clients, both walk-in and remote transactions, must complete the Customer Satisfaction Measurement Form or feedback forms. For remote transactions, all Regional Office Functional Divisions, Units, and Sections must provide the CSM link or QR Code after the client has availed the service/s. This is to gather customer opinions and ratings regarding their experience with the office.

2. Calculating the Overall Average Rating

To calculate the overall average rating received from the customer feedback, all the individual ratings shall be summed up and divided by the total number of responses.

3. Assigning a Rating Category

Based on the average rating, the office shall be assigned a rating category using the following guidelines:

Range	Adjectival Rating
4.21 - 5.00	- Excellent
3.41 - 4.20	- Very Satisfactory
2.61 - 3.40	- Satisfactory
1.81 - 2.60	- Poor
1.00 - 1.80	- Very Poor

4. Communicating the Rating

Once the rating category is determined, the results shall be communicated to the relevant stakeholders, such as the top management or employees through Management Review Meeting and Regional Executive Committee Meetings.

5. Identifying Areas for Improvement

The Public Affairs Unit shall analyze the feedback received along with the rating to identify specific areas where the office can improve its customer satisfaction and share the results to the concerned FD/Unit/Section.

6. Taking Corrective Actions

The concerned FD/Unit/Section shall develop a coaching plan to address the areas for improvement and implement necessary changes in office operations, processes, or customer service practices. The said corrective actions shall be reported during the Management Review Meeting or REXECOM.

7. Monitoring Progress

The Public Affairs Unit shall regularly monitor the office's performance and track customer feedback to gauge the effectiveness of the corrective actions taken.

8. Sustaining the Process

Conduct customer satisfaction surveys shall be conducted regularly to assess the office's ongoing performance and make further improvements as necessary. A monthly Customer Satisfaction Measurement result shall be communicated to all functional divisions, units, and sections for continuous improvement.

Office Process of Entertaining Walk-in clients

1. Walk-in clients shall fill out the Log sheet and Referral Slip at the Visitor's Lounge.
2. The client shall provide a valid ID to the Security Guard on duty in exchange for a Visitor's ID.
3. The front desk officer shall assist clients and usher them to their concerned office for transaction.
4. The attending frontline officer of the Office where clients are transacting with MUST fill in the time the transaction started and the time it ended and affix their signature to the form.
5. Clients shall return to the front desk officer with the filled-out Referral Slip and complete the Customer Satisfaction Measurement Form (Online or Offline version).
6. The client shall return the Visitor's ID to the Security Guard on duty after the transaction.
7. For clients requesting a Certificate of Appearance, the front desk officer shall issue a Certificate of Appearance after the client has successfully completed the CSM.