



Republic of the Philippines  
Department of Education  
REGION IX, ZAMBOANGA PENINSULA  
SCHOOLS DIVISION OF DAPITAN CITY

August 31, 2023

**DIVISION MEMORANDUM**  
NO. <sup>453</sup> s. 2023

To: Assistant Schools Division Superintendent  
CID & SGOD Chiefs, Supervisors & Specialists & Personnel  
OSDS – Administrative, Finance & ICT Services Heads & Personnel  
Public Schools District Supervisors / Principals In-Charge of the District  
Public Elementary and Secondary School Heads  
All Others Concerned

**IMPLEMENTATION OF THE CLIENT SATISFACTION MEASUREMENT (CSM) FORM  
PRESCRIBED BY THE ANTI-RED TAPE AUTHORITY**

1. Section 20 of Republic Act (RA) No. 11032 or the Ease of Doing Business and Efficient Government Service Delivery Act of 2018 mandates government agencies to establish a feedback mechanism and incorporate its results to the annual agency report. Rule IV, Section 3(b) of the Implementing Rules and Regulations of the Law likewise requires that agencies embed feedback mechanism and client satisfaction measurement and report results based on guidelines issued by the Anti-Red Tape Authority (ARTA).
2. In the past years, the Department of Education (DepEd) was able to comply with the abovementioned requirements through the implementation of a DepEd-wide Citizen/Client Satisfaction Survey (CCSS) Form. However, the issuance of ARTA Memorandum Circular No. 2022-05 titled “Guidelines on the Harmonized Client Satisfaction Measurement” requires all agencies to **convert its feedback mechanism to the ARTA-prescribed Client Satisfaction Measurement (CSM) Form** for uniform reporting. The harmonized CSM is a survey tool that assesses overall satisfaction and perception after a client avails an external (frontline) or internal service.
3. In this regard, this Memorandum is being issued to immediately implement the CSM Form in the SDO and schools. The ARTA provided the CSM Form in two formats: printed copy and online. The ARTA CSM Form printed copy (Enclosure No. 2) is print-ready but may be resized before printing. Translation to the local language is highly encouraged; other than that, no other modification is allowed. The Guide to the Dissemination and Use of the DepEd CSM Form and other related files may be accessed via [bit.ly/dap-csm-files](http://bit.ly/dap-csm-files).
4. On the other hand, the online CSM Form template from ARTA was converted into an MS Teams Form by the BHROD-OED, with one online form each for schools, Schools Division Offices (SDOs) and Regional Offices (ROs). The Information Technology Officer (ITO) in the SDO and ICT Coordinator/personnel in-charge in schools shall be responsible for duplicating and sustaining the online Form at their governance level without affecting the content and conditional logic of the CSM Form template. The schools may use Google Forms, Microsoft Forms, or any other platform for their online CSM.



Sunset Boulevard, Dawo, Dapitan City



(065) 917-5113



[www.depeddapitancity.net](http://www.depeddapitancity.net)



[dapitancity@deped.gov.ph](mailto:dapitancity@deped.gov.ph)



[fb.com/DepEdDapitanCity](https://fb.com/DepEdDapitanCity)





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5. The action needed and link to the online CSM Form template for the schools is specified below:

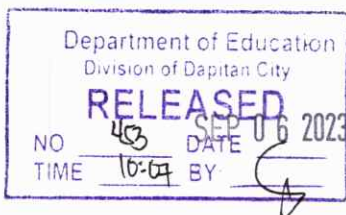
Governance Level	Action Needed	CSM Form (Online) for duplication and implementation
School	ICT Coordinator / admin in-charge  1. collaborate with the ITO on the use and maintenance of the School CSM Form; ensure setting on Form shows "Accept Responses" 2. generate QR code/link for posting in conspicuous places in the school and inclusion in documents, emails, and IEC materials 3. maintain School CSM Form 4. generate School CSM Report/s and forward to concerned office/s 5. submit School CSM results to the Central Office upon request	<b><u><a href="https://bit.ly/SchoolCSM">bit.ly/SchoolCSM</a></u></b>

6. While the removal/addition of services and other revisions are not allowed, all governance levels are enjoined to include a translation to the local language of the template provided. The inclusion or posting of a link/QR code to the online form in email, snail mail, IEC materials are also highly encouraged to ensure wide dissemination of said form.

7. All schools, SDOs, ROs, and CO units shall gather a minimum number of CSM responses based on the ARTA Sample Size Calculator at [tinyurl.com/CSMsamplesize](https://tinyurl.com/CSMsamplesize). Monthly results shall be submitted to the SDO Public Assistance Coordinator who shall then consolidate the results for the DepEd-wide report in compliance to RA 11032 and to the Performance-Based Bonus (PBB) eligibility requirements.

8. Implementation of this Memorandum in the SDO and schools is effective immediately.

**DANNY B. CORDOVA, EdD, CESO VI**  
 Assistant Schools Division Superintendent  
 Officer-in-Charge *NY*  
 Office of the Schools Division Superintendent





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**DANNY B. CORDOVA, EdD, CESO VI**  
Assistant Schools Division Superintendent  
Officer-in-Charge *AY*  
Office of the Schools Division Superintendent



Control No: \_\_\_\_\_

ANTI-BED TAPE AUTHORITY  
CLIENT SATISFACTION MEASUREMENT FORM  
PSA Approval No. J. AITA-2242-3  
Expires on 31 July 2023

(Insert agency logo here) (Insert agency name here)  
**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: \_\_\_\_\_ Sex:  Male  Female Age: \_\_\_\_\_

Region of residence: \_\_\_\_\_ Service Aailed: \_\_\_\_\_

**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  4. Not visible at all  
 2. Somewhat easy to see  5. N/A  
 3. Difficult to see

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  3. Did not help  
 2. Somewhat helped  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
SQD0. I am satisfied with the service that I availed.						
SQD1. I spent a reasonable amount of time for my transaction.						
SQD2. The office followed the transaction's requirements and steps based on the information provided.						
SQD3. The steps (including payment) I needed to do for my transaction were easy and simple.						
SQD4. I easily found information about my transaction from the office or its website.						
SQD5. I paid a reasonable amount of fees for my transaction.						
SQD6. I feel the office was fair to everyone, or "walang palakasan", during my transaction.						
SQD7. I was treated courteously by the staff, and (if asked for help) the staff was helpful.						
SQD8. 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): \_\_\_\_\_

**THANK YOU!**

# Guide to the Dissemination and Use of the DepEd CSM Form

**Number the forms –  
handwritten or stamp**

Control No: \_\_\_\_\_

**Stamp/print RO/SDO/CO office  
name or School ID & name**

DEPED LIPA KANTON  
QUALITY CUSTOMER MEASUREMENT (CSM)  
PDA Approved No. 079-2002-3  
Signed on 21 July 2003

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: \_\_\_\_\_ Sex:  Male  Female Age: \_\_\_\_\_

Region of residence: \_\_\_\_\_ Service Availed: \_\_\_\_\_

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**INSTRUCTIONS:**

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

						N/A Not Applicable
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SQD8. 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): \_\_\_\_\_

THANK YOU!

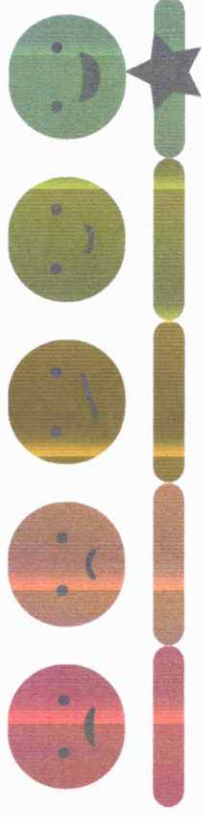
The Form provided by ARTA is print-ready but can be re-typed. No revisions allowed on the ARTA CSM Form other than the ones specified on this guide.

Questions on the Citizen's Charter:  
For offices with services declared in the Citizen's Charter – leave this as is.  
Otherwise, cross this out.

Translation to the local language is allowed.

Form can be resized as long it is still readable.

Recycled paper can also be used only if the reverse side does not contain sensitive and/or confidential information.



**HELP US IMPROVE!**

**YOUR FEEDBACK & REVIEW MATTER**



**CLIENT  
SATISFACTION  
MEASUREMENT  
(CSM)**

**[bit.ly/deped-dapitan-csm](https://bit.ly/deped-dapitan-csm)**