



2507-1410

Republic of the Philippines
Department of Education
REGION I
SCHOOLS DIVISION OF VIGAN CITY

Office of the Schools Division Superintendent

DIVISION MEMORANDUM

No. 441, s.2025

**RECONSTITUTION OF SDO VIGAN CITY CLIENT SATISFACTION
MEASUREMENT
(CSM) TECHNICAL WORKING GROUP**

To: Assistant Schools Division Superintendent
Chief Education Supervisors
Section and Unit Heads
Public Elementary and Secondary School Heads

1. Pursuant to MEMORANDUM DM-OUHROD-2023-0930, all government offices are directed to implement the Client Satisfaction Measurement (CSM) Form as prescribed by the Anti-Red Tape Authority (ARTA).
2. In line with Section 20 of Republic Act No. 11302, or the Ease of Doing Business and Efficient Government Service Delivery Act of 2018, "agencies must establish a feedback mechanism, embed client satisfaction measurement, and incorporate the results into their annual reports in accordance with ARTA guidelines."
3. Relative to this, this office reconstitutes the composition of the SDO Vigan Client Satisfaction Measurement (CSM) Technical Working Group (TWG) as follows:

Chair: **Annie D. Pagdilao, EdD, CESO VI**
Assistant Schools Division Superintendent

Co-Chair: **Atty. Kim R. Tagorda, AO V- Admin. Services**

Members: **Susiemar M. Rapisura, EPS**
Gloria P. Cabotaje, Planning Officer III
Elsie C. Amorin, EPS-ALS
Eric L. Tapat, ITO
Mary Joy P. Suero, Budget Officer III

Secretariat: **Alimar Ablog, EPS III**
Aldrich Quiocho, PDO II
Lloyd Ancheta, ADAS III



Address: Mena Crisologo St. corner Rivero St., Brgy. IX, Vigan City, Ilocos Sur
Telephone No: (077) 722-20-23 / (077) 632-05-33
Email Address: vigan.city@deped.gov.ph
Website: www.depedvigancity.com



Your Feedback is important to us. Visit this link bit.ly/SDOViganCityCSM



Republic of the Philippines
Department of Education
REGION I
SCHOOLS DIVISION OF VIGAN CITY

Data Analyst: Aurelyn Fieldad, EPS II
Peter John Frial, EPS-Science

5. In maintaining and improving client satisfaction within the division the Technical Working Group shall have the following duties and responsibilities:
 - a. The Secretariat shall collect monthly the client feedback from Unit, Section, Functional Division using the CSM recommended format and prepare the consolidated report ensuring that the process is systematic, efficient and unbiased.
 - b. Data Analyst are responsible for analyzing client satisfaction data or report and provide recommendations to top management in improving services in client services.
 - c. Provide Support and technical assistance to SDO personnel on RA 11302-related manners.
6. Immediate and wide dissemination of this memorandum is desired.



[Signature]
VILMA D. EDA, CESO V
Schools Division Superintendent





Republika ng Pilipinas

Department of Education

OFFICE OF THE UNDERSECRETARY

HUMAN RESOURCE AND ORGANIZATIONAL DEVELOPMENT

MEMORANDUM

DM-OUHROD-2023-0930

TO : UNDERSECRETARIES
ASSISTANT SECRETARIES
BUREAU AND SERVICE DIRECTORS
REGIONAL DIRECTORS
SCHOOLS DIVISION SUPERINTENDENTS
ALL OTHERS CONCERNED

FROM : 
GLORIA JUMAMIL-MERCADO
*Undersecretary for Human Resource and Organizational Development and
DepEd CART Vice Chairperson*

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

DATE : 10 July 2023

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).

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 led by the Bureau of Human Resource and Organizational Development–Organization Effectiveness Division (BHROD-OED) and processing of feedback by the Public Affairs Service - Public Assistance Action Center (PAS-PAAC) and its counterparts in the field offices and schools.

However, the issuance of ARTA Memorandum Circular No. 2022-05 titled *Guidelines on the Harmonized Client Satisfaction Measurement* (Enclosure No. 1) **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.

In this regard, this Memorandum is being issued to **immediately implement the CSM Form at all governance levels in the Department.** The ARTA provided the CSM Form in two formats: printed copy and online.

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. Enclosure No. 3 contains the Guide to the Dissemination and Use of the DepEd CSM Form.

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 ROs and SDOs 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, SDOs, and ROs may use Google Forms, Microsoft Forms, or any other platform for their online CSM.

For units in the Central Office (CO), the link to the online CSM Forms shall be emailed to your respective offices; with each Form expected to be adopted and maintained by each unit.

The action needed and link to the online CSM Form template per governance level is specified in Table 1 below.

Table 1: Client Satisfaction Measurement per DepEd Governance Level

Governance Level	Action Needed	CSM Form (Online) for duplication and implementation
School	<p>ICT Coordinator / admin in-charge</p> <ol style="list-style-type: none"> collaborate with the ITO on the use and maintenance of the School CSM Form; ensure setting on Form shows "Accept Responses" generate QR code/link for posting in conspicuous places in the school and inclusion in documents, emails, and IEC materials maintain School CSM Form generate School CSM Report/s and forward to concerned office/s submit School CSM results to the Central Office upon request 	<p>https://bit.ly/SchoolCSM</p> 
Schools Division Office	<p>IT Officer in SDO to</p> <ol style="list-style-type: none"> duplicate RO CSM Form and save on SDO drive and change setting to "Accept Responses" generate QR code/link for posting in conspicuous places in the SDO and inclusion in documents, emails, and IEC materials maintain SDO CSM Form generate SDO CSM Report/s and forward to concerned office/s submit SDO CSM results to the Central Office upon request disseminate School CSM Form to schools and assist them in the use and maintenance of said Form 	<p>https://bit.ly/SDOCSM</p> 
Regional Office	<p>IT Officer in RO to</p> <ol style="list-style-type: none"> duplicate CSM Form and save on RO drive and change setting to "Accept Responses" generate QR code/link for posting in conspicuous places in the RO and 	<p>https://bit.ly/ROCSM</p>

	<p>inclusion in documents, emails, and IEC materials</p> <ol style="list-style-type: none"> 3. maintain RO CSM Form 4. generate RO CSM Report/s and forward to concerned office/s 5. submit RO CSM results to the Central Office upon request 6. collaborate with SDOs in using and maintaining their CSM Form 	
Central Office	<p>DepEd CART representative / designated staff per office to</p> <ol style="list-style-type: none"> 1. generate QR code/link for posting in conspicuous places in the CO and inclusion in documents, emails, and IEC materials 2. maintain CSM Form 3. generate CSM Report/s and forward to concerned office/s 4. submit CSM results to the PAAC upon request 	<p>Link and QR code to be emailed separately per CO office. In the meantime, offices may start using the hard copy of the CSM Form.</p>

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.

All schools, SDOs, ROs, and CO units shall gather a minimum number of CSM responses based on the ARTA Sample Size Calculator at <https://tinyurl.com/CSMsamplesize>. Annual CSM results shall be submitted to the PAS-PAAC (not directly to ARTA) who shall then consolidate the results for the DepEd-wide report in compliance to RA 11032 and to the Performance-Based Bonus eligibility requirements. The agency-wide report is due on the last working day of January of every year.

Implementation of this Memorandum is effective immediately.

For more information, please contact the BHROD-OED through email at citizenscharter@deped.gov.ph.

Enclosures: As stated