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## CLIENT SATISFACTION FEEDBACK REPORT

### Introduction

The University of Eastern Philippines (UEP) as the first state university in the Visayas and a leading higher education institution in the country is committed to be globally academically competitive through its four-fold functions of instruction, research, extension and production.

In order to uphold the values of integrity, productivity and excellence in service delivery, UEP endeavors to continually improve the quality management system and provide quality service to stakeholders in the business area.

Measuring and reporting the satisfaction level of clients for FY 2022 is very significant in ensuring that service quality standards in delivering services are attained. Specifically, UEP's Client Satisfaction Feedback mechanism focuses on the attributes of service personnel, service delivery and service facility.

### Methods

Monthly feedback for every college/unit of the University is collected through the Client Satisfaction Feedback Form. Client Satisfaction Feedback samples are collected from different colleges/units on the last working day of the week. Gathered CSF forms are organized, tallied, and statistically analysed. Results are reported to the concerned college/unit every month using Client Satisfaction Feedback Report Form coded UEP-QAU-FM-005. The consolidated report is regularly submitted every 2<sup>nd</sup> week of the next month to the Office of the President using the coded form UEP QAU-FM-002. The summary report on the CSF ratings for the months of January 2022 to December 2022 is incorporated in the Accomplishment Report 2022 of the Quality Assurance Unit.

### Respondents Criteria

Every stakeholder/client served is considered in the sample frame as part of the target respondents. Clients served by the university are expected to evaluate and participate in the

feedbacking process since the feedback mechanism involves the representation of whatever data collected for the purpose.

### Sampling

The target respondents are usually from external entities, the students, parents, alumni, guest/visitors, and those doing business with the institution. The faculty, staff and employees are considered for the internal group of respondents. Different colleges, units, and offices of the university whose random clients have given their honest feedback on the services requested reaches 8,347 were considered samples of more or less good representations of number of raters/respondents of the client satisfaction feedback.

### The Questionnaire

The Client Satisfaction Feedback Form was formerly the Customer Satisfaction Feedback Form. It underwent revision in September 2022 and coded UEP-QAU-FM-001 document and has been used since as an instrument to determine citizen's satisfaction on the services rendered by the units in the university. It is a checklist which clients use to rate their perceptions of the services, using the 5 - point Likert scale in rating delivered public service. (Please see attached form)

The CSF Average Rating Scale and equivalent adjectival ratings for computed averages are shown below.

Rating Scale Used				
1	2	3	4	5
Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied
Rating Scale for Average Rating and Equivalent Adjectival Rating				
0.83-1.66	1.67-2.49	2.50-3.32	3.33-4.15	4.16-5.00
Poor	Fair	Satisfactory	Very Satisfactory	Excellent



## Results of the CSF for Fiscal Year 2022

For FY 2022, there were 8,347 UEP client-raters, posting a general average rating of 4.74 or very satisfactory with no complaints. Average rating means that the stakeholders/client-raters found the delivered service excellent or very satisfactory.

### SUMMARY OF CLIENT SATISFACTION FEEDBACK JANUARY TO DECEMBER 2022

Months In 2022	Service Personnel	Service Delivery	Service Facility	No. of Raters/ Respondents	Average Rating	Adjectival Rating
JANUARY	4.88	4.87	4.82	431	4.86	Outstanding
FEBRUARY	4.82	4.79	4.81	301	4.81	Outstanding
MARCH	4.89	4.90	4.91	704	4.89	Outstanding
APRIL	4.85	4.84	4.85	723	4.85	Outstanding
MAY	4.83	4.76	4.81	524	4.80	Outstanding
JUNE	4.86	4.83	4.81	1068	4.83	Outstanding
JULY	4.88	4.86	4.87	812	4.86	Outstanding
AUGUST	4.88	4.80	4.83	919	4.83	Outstanding
SEPTEMBER	4.83	4.83	4.84	575	4.83	Outstanding
OCTOBER	4.72	4.70	4.57	1066	4.66	Excellent
NOVEMBER	4.07	4.06	4.03	655	4.05	Very Satisfactory
DECEMBER	4.66	4.63	4.67	569	4.65	Excellent
AVERAGE	4.76	4.74	4.74	8347	4.74	Excellent
ADJECTIVAL RATING	Excellent	Excellent	Excellent	(Total Number of Clients/Raters)	Excellent	Excellent

After analysing the CSF results for FY 2022 by service quality dimensions wherein responsiveness, reliability, access and facilities, communication, costs, integrity, assurance and outcome were bagged in the service personnel, service delivery, and service facility the following matrix shows the itemized ratings of which the scores revealed very satisfactory services rendered which implies that clients were very satisfied with the services delivered by the institution.

Service Quality Dimensions	Score by Frontline Service			Score in all Services
	Service Personnel	Service Delivery	Service Facility	
a. Responsiveness	4.76			4.76
b. Reliability	4.76			4.76
c. Access & Facilities			4.74	4.74
d. Communication	4.76			4.76
e. Costs		4.74		4.74
f. Integrity	4.76			4.76
g. Assurance	4.76			4.76
h. Outcome		4.74		4.74

## Handling Client Complaints

Although there was zero complaint arising from the data gathered in FY 2022, the institution is ready to handle client complaint if there was any. To determine the proper flow or procedure in handling complaint and appropriately address the same, personnel/team were assigned and designated to work on it. The Quality Assurance Unit records specific details of the complaint from the collected accomplished CSF forms. The verification, checking and validation of complaint will be done at the college/unit through the Dean/Unit Head and the concerned personnel. The concerned college/unit and the concerned personnel will be furnished the copy of the complaint generated from the collected CSFF or a complaint letter dropped in the designated CSFF box or received by QAU.

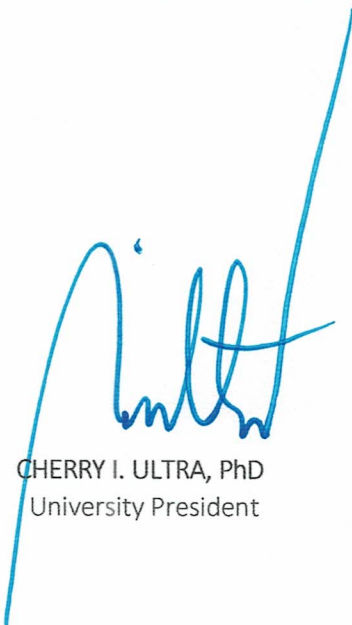
The College Dean/Head of Unit and his team may craft a complaint handling strategy specifically tailored to deal and address the complaint. The respective team may choose the appropriate action to address client's negative experience and offer an actionable and attainable solution. The college dean or head of unit and his team calls the attention of the concerned personnel and advise him/her accordingly.

In the event that the complaint is not resolved at the college/unit level the same will be elevated to the Chief Administrative Office for appropriate action. Subsequently, QAU will monitor the status of complaint using the Monitoring Complaint Form, verify the unit's action and resolution to issues if the approaches are effectively implemented. In case the issue has been elevated to CAO for action and resolution, the QAU will continue to follow through on the case.

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