



2024 TPB Client Satisfaction Measurement (CSM)

**Final Report
March 18, 2025**

*This Final Report details the 2024 Client Satisfaction Measurement results of the
Tourism Promotions Board (TPB).*

Table of Contents

I. OVERVIEW	1
II. SCOPE	3
A. Period Covered.....	3
B. Geographic and Office Coverage	3
C. List of Services Surveyed.....	3
D. Sampling	4
III. METHODOLOGY	5
A. On the Conduct of CSM	5
IV. DATA AND INTERPRETATION	9
A. Demographic Profile	9
B. Citizen’s Charter (CC) and Service Quality Dimensions (SQD) Results.....	11
C. Comments and Suggestions for the Improvement of TPB Services.....	18
V. SUMMARY AND CONCLUSIONS	25
VI. RESULTS OF THE AGENCY ACTION PLAN FOR 2024	26
VII. CONTINUOUS AGENCY IMPROVEMENT PLAN FOR 2025.....	31
VIII. ANNEX.....	36



I. OVERVIEW

The Tourism Promotions Board (TPB), an attached agency of the Department of Tourism, is mandated to market and promote the Philippines as a major global tourism destination. TPB envisions the Philippines as the preferred destination for sustainable, uniquely diverse and experiential travel.

In TPB's commitment to improving its services to customers and complying with its performance agreement with the Governance Commission for Government-Owned and Controlled Corporations (GCG), the agency has been commissioning the services of a research company, every year since 2015 to conduct a transparent and objective Customer Satisfaction Survey.

The survey is designed to assess the TPB customers' overall satisfaction and perception of the services rendered to them by the agency during the implementation of its international and domestic projects/events.

In 2023, the GCG and the Anti-Red Tape Authority (ARTA) released the Joint Memorandum Circular No. 1, which aims to harmonize the conduct of the GCG-prescribed Customer Satisfaction Survey and the ARTA's Client Satisfaction Measurement (CSM). Now called "Harmonized CSM", the survey shall be administered to clients who availed of TPB's services as defined in the Citizen's Charter.

Here are the Governing Guidelines for the conduct of CSS/CSM:

1. Joint Memorandum Circular No. 1 of the GCG and the Anti-Red Tape Authority (ARTA) about the Harmonized Client Satisfaction Measurement (CSM);
2. ARTA's Memorandum Circular No. 2022-05 with the subject Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement;
3. ARTA's Memorandum Circular No. 2023-05 with the subject Amendment to ARTA Memorandum Circular No. 2022-05.

For CY 2024, the conduct of the TPB Client Satisfaction Measurement was commissioned to People Dynamics Inc. (PDI).

The services of TPB reflected in the Citizen's Charter had a total annual transaction volume of 1,590 for 3 internal services and 2 external services. As prescribed in the ARTA calculator of sample size, 720 is the required minimum



responses of TPB across all services in the Citizen’s Charter. During the entire survey period, 966 valid responses were gathered through an online survey platform.

Results pertaining to the Citizen’s Charter across three dimensions of Awareness, Visibility and Helpfulness show that out of 734 internal respondents, 99.59% are aware of the TPB’s Citizen’s Charter, while 62.20% expressed that the Citizen’s Charter is visible and easy to see, and 47.74% claimed that the Citizen’s Charter helped very much in the fulfilment of their respective transactions. Meanwhile, for external clients, 67.67% expressed awareness of the Citizen’s Charter, 62.42% found the Citizen’s Charter visible and 70.06% found it useful.

For the analysis of Service Quality Dimension (SQD) 0, the overall satisfaction index of TPB, as perceived by the internal clients for CY 2024, was 92.09% and 93.42% for external clients, both of which were classified as Very Satisfactory.

The analysis of Service Quality Dimensions (SQDs) 1-8 revealed an overall rating of 90.46% considering the 8 service quality dimensions.

Table 1: Overall Rating of CC Questions, SQD 0 and SQD 1-8

Domain	External (%)	Internal (%)	Overall (%)
Response Rate:	46.96%	66.97%	60.75%
CC Awareness:	67.67%	99.59%	91.93%
CC Visibility:	62.42%	63.20%	63.06%
CC Helpfulness:	70.06%	47.74%	51.69%
Overall Satisfaction Score (SQD0):	93.42%	92.09%	92.40%
Overall SQD 1-8 Score:	91.79%	90.02%	90.46%



II. SCOPE

A. Period Covered

The TPB Client Satisfaction Measurement (CSM) was conducted from July 10, 2024 to December 31, 2024 for all the organization’s clients via an online survey platform. The survey covered all transactions from January to December 2024.

B. Geographic and Office Coverage

The Tourism Promotions Board (TPB) operates exclusively from its head office, located in Pasay City. It does not have any regional or satellite offices.

The Client Satisfaction Measurement (CSM) encompasses external services, specifically the TPB Membership Program and the Handling of Whistleblowing Reports. However, the latter service did not receive any transactions this year (January 2024 to December 2024). Additionally, the survey covers internal services namely: Processing of Claims and Payments, Request for Certification and Service Record, and Request for Certificate of No Pending/ With Pending Administrative Case within the Finance Department–Accounting Division, Personnel and Human Resources Development Division and Legal Department.

C. List of Services Surveyed

The Tourism Promotions Board (TPB) 2024 Citizen's Charter serves as the primary source of information regarding all its services, both internal and external.

Table 2. List of Services Surveyed

Service Type	Number of Actual Transactions in 2024	Minimum Number of Required Responses per Service Type	Actual Number of Responses	Completion Rate based on Required Sample Size	Response Rate based on Actual Total Transactions
Internal Services					
Processing of Claims and Payments	720	251	447	178%	62%
Request for Certification and Service Record	205	134	158	118%	77%
Request for Certificate of No Pending/ With Pending Administrative Case	171	119	129	108%	75%
External Service					
TPB Membership Program	494	216	232	107%	47%
TOTAL	1,590	720	966	134%	60.75%



Table 3. List of Service/s with No Transaction

Service Type	Number of Actual Transactions in 2024	Minimum Number of Required Responses per Service Type
External Service		
Handling of Whistleblowing Reports	0	0
TOTAL	0	0

TPB successfully met the minimum required response rate for all services, with the exception of “Handling of Whistleblowing Reports.” No transactions were recorded for this service during the survey period; hence, no response data was collected.

D. Sampling

1. Applied Confidence Level and Margin of Error

The TPB Client Satisfaction Measurement (CSM) made use of the ARTA-prescribed calculator in the determination of the minimum sample size to estimate the behavior of the whole population. The sample size was calculated against the total number of successful transactions made on each of the services reflected in TPB’s Citizen’s Charter at 95% confidence level and 5% margin of error. Using the link at <https://tinyurl.com/CSMsamplesize>, the minimum sample size was calculated for each service.

Further, even when the minimum sample size was reached, TPB still continued to conduct the survey for all services until the end of December 2024.



III. METHODOLOGY

A. On the Conduct of CSM

People Dynamics, Inc. (PDI) employed the methodology discussed in this section for processing and analyzing the data endorsed by TPB pertinent to its 2024 Client Satisfaction Measurement (CSM).

1. Research Objectives

The survey aimed to determine the client satisfaction feedback of TPB's external and internal customers. The results of the survey enabled TPB to identify what specific aspects of the services rendered by the organization needed improvement.

2. Conceptual Framework

The 2024 Harmonized CSM included three (3) questions on the Citizen's Charter, one (1) question on the client's overall satisfaction with the service, and eight (8) questions on the Service Quality Dimensions (SQDs):



3. Research Design

To answer the questions, PDI employed a **cross-sectional mixed-research design** in analysis. The cross-sectional study design is a type of observational study design, wherein an investigator measured the outcome (in this case, the overall client satisfaction measurement score) and the different service quality dimension ratings among study participants at the same time. The mixed approach sprang from the ARTA prescribed types of data to be



collected as both qualitative and quantitative data were to be derived using the said study design, in line with ARTA MC 2022-05.

4. Survey Questionnaire

The 2024 Harmonized CSM made use of the ARTA-prescribed survey questionnaire with the addition of the following items:

Added questions for internal clients:

1. Transaction Particulars
2. Frequency of Availment
3. Person/Unit/Office Transacted with

Added question for external clients:

1. Transaction Particulars
2. Frequency of Availment
3. Person/Unit/Office Transacted with
4. Screener questions:
 - a. To clarify, have you fully completed your transaction with the office?
 - b. To clarify, did you avail of the service for? (Self or others)

5. Data Collection

The data gathering method employed an **Online Survey Tool or Platform** with the conduct of data quality control measures to ensure the highest quality of data:

- a. **Pretest/Pilot Testing** – PDI administered the pretest to a minimum of 3 to 5 respondents utilizing the TPB-approved HCSM questionnaire. The outcomes of the pretest/pilot test identified potential obstacles and challenges in data collection, guiding the implementation of corrective measures to ensure accuracy and precision in data collection processes.
- b. **Training** – PDI provided its survey team with the necessary tools and training to carry out data collection and ensure quality control, which should be included in the data collection methods and



procedures.

- c. **Data Collection Proper** – Ensuring the quality of data gathering involved regular debriefing sessions, spot-checks, and observations until the desired number of respondents was attained.
- d. **Back-Checking** – Back-checking was conducted to authenticate encoded responses. Clients were re-contacted to verify their participation in the online survey, ensuring data accuracy and reliability.

6. Data Processing and Analysis

PDI processed all the data, including data cleaning and deletion of duplicates, ensuring zero errors before subjecting it to statistical treatments and analyses. PDI conducted data cleaning and validation measures for the extracted data from the accomplished TPB HCSM 2024 Questionnaire via an online survey platform (*please see Annex A*). Consequently, PDI subjected the data to various statistical analyses involving descriptive statistics and several cross-tabulations (such as frequency counts, means, and percentages), depending on the data requirements.

The Statistical Package for the Social Sciences (SPSS) was utilized for this study. Test for significance was processed at a 95% confidence level, or 90% depending on the questions that were being tested for significance.

The analyses included the use of descriptive statistics (such as frequency counts, means and percentages) presented in cross-tabulations, and thematic analysis for qualitative responses. The Statistical Package for the Social Sciences (SPSS) was utilized for this study to aid in the quantitative calculations.

Regarding the measure of TPB's Overall Client Measure/Rating, the percentage of respondents that rated "Agree" and "Strongly Agree" was used to assess satisfaction across all Service Quality Dimensions (SQDs) 0 & 1-8. Further, the total number of respondents who completed the survey conducted to clients who availed of the services for CY 2024 was the basis of computing the rating.

The ARTA-prescribed rating scale was used as basis for the interpretation of the ratings:



Scale	Rating
5	Strongly Agree
4	Agree
3	Neither Agree nor Disagree
2	Disagree
1	Strongly Disagree

The Overall Score for the eight (8) SQDs was computed based on the following formula:

$$\text{Overall Score} = \frac{\text{Number of 'Strongly Agree' answers} + \text{Number of 'Agree' answers}}{\text{Total Number of Respondents} - \text{Number of 'N/A' answers}}$$

Moreover, the following percentages were the basis for the interpretation based on the ARTA MC No. 2023-05:

Percentage	Rating
Below 60%	Poor
60.0% - 79.9%	Fair
80.0% - 89.9%	Satisfactory
90.0% - 94.9%	Very Satisfactory
95.0% - 100%	Outstanding



IV. DATA AND INTERPRETATION

A. Demographic Profile

1. D1. Age and D2. Sex

Table 4 depicts the age and sex profile of the clients who participated in the survey. Overall, more females at a rate of 70.91% were able to rate their experience in transacting with TPB in 2024. Most of the clients were also aged 20-34 years old (40.06%) when the survey was conducted, followed by those aged 35-49 years old. Additionally, a quarter (23.92%) of these respondents were on their late adulthood stage, aging at least 50 years old. None of these clients were aged 19 years old and below.

Table 4. The Distribution of the Respondents according to their Profiles

Profile	Categories	External	%	Internal	%	Overall	%
D.1 Age	19 or lower	0	0.00	0	0.00	0	0.00
	20 - 34	54	23.28	333	45.37	387	40.06
	35 - 49	109	46.98	239	32.56	348	36.02
	50 - 64	67	28.88	162	22.07	229	23.71
	65 or higher	2	0.86	0	0.00	2	0.21
	Total	232	100.00	734	100.00	966	100.00
D2. Sex	Female	175	75.43	510	69.48	685	70.91
	Male	57	24.57	224	30.52	281	29.09
	Total	232	100.00	734	100.00	966	100.00

2. Analysis of Demographic Results

It can be averred from the analysis that females comprised the majority of clients who accessed TPB's services for CY 2024. Internal clients were also characterized by being mid-adults who mostly represent the respective government agencies where they were employed. These characterizations may help shape the customization of service offerings by the agency to augment client satisfaction.

3. D3. Region

As to regional distribution, the 2024 CSM primarily was driven by clients from the NCR (69.25%), followed by those from Region IV-A (17.39) and Region III (6.11%).



Table 5. The Distribution of the Respondents according to their Regional Locations

D3. Region	External	%	Internal	%	Overall	%
I	10	4.31	0	0.00	10	1.04
II	0	0.00	0	0.00	0	0.00
III	8	3.45	51	6.95	59	6.11
IV-A	53	22.84	115	15.67	168	17.39
IV-B	9	3.88	0	0.00	9	0.93
V	1	0.43	0	0.00	1	0.10
VI	6	2.59	0	0.00	6	0.62
VII	22	9.48	4	0.54	26	2.69
VIII	1	0.43	0	0.00	1	0.10
IX	7	3.02	0	0.00	7	0.72
X	1	0.43	1	0.14	2	0.21
XI	1	0.43	0	0.00	1	0.10
XII	2	0.86	0	0.00	2	0.21
XIII	0	0.00	0	0.00	0	0.00
BARMM	0	0.00	0	0.00	0	0.00
NCR	106	45.69	563	76.70	669	69.25
CAR	5	2.16	0	0.00	5	0.52
Total	232	100	734	100	966	100

4. Customer Affiliation and Type

Table 6 shows that the majority of the respondents to the 2024 CSM were internal clients of TPB at a rate of 75.98% while 24.02% of the respondents were external clients.

Table 6. The Distribution of the Respondents according to the Type of Services

D.4 Client Type	Number of Actual Transactions in 2024	Minimum Number of Required Responses per Service Type	Number of Responses	% Share in Total Responses
Internal	1,096	504	734	75.98%
Processing of Claims and Payments	720	251	447	46.27%
Request for Certification and Service Record	205	134	158	16.36%
Request for Certificate of No Pending/ With Pending Administrative Case	171	119	129	13.35%
External	494	216	232	24.02%
TPB Membership Program	494	216	232	24.02%
TOTAL	1,590	720	966	100.00%

Table 7 shows that generally, a huge majority (74.22%) of the clients who participated for CY 2024 were from the government offices, followed by the



business industry representatives at a rate of 20.81%. A minority of these respondents tagged themselves as citizens at a rate of 4.97% only.

Table 7. The Distribution of the Respondents according to their Customer Type

D.5 Customer Type	External	%	Internal	%	Overall	%
Business	189	81.47	12	1.63	201	20.81
Citizen	38	16.38	10	1.36	48	4.97
Government	5	2.16	712	97.00	717	74.22
Total	232	100.00	734	100.00	966	100.00

B. Citizen’s Charter (CC) and Service Quality Dimensions (SQD) Results

1. Citizen’s Charter Results

On the overall, the internal clients' awareness of the Citizen’s Charter (CC) was very high at 99.59%. All clients who had transaction for “Processing of Claims and Payments” and “Request for Certificate of No Pending/With Pending Administrative Case” were all aware of the CC when the survey was conducted. Out of these aware respondents, only 62.20% reported that the CC was easily visible, while only 47.74% indicated that the CC was useful in completing their respective transactions at TPB. These data show that there are more to improve in terms of making the presence of the CC work to the advantage of the agency and more importantly, to the internal clients. Improving the visibility of the Citizen’s Charter (CC) will help internal clients be more familiar with the requirements for their transactions, where to secure the necessary documents, the specific steps their transactions go through before completion, and the expected processing time.

Table 8.1 also shows that 67.67% of the external clients were aware of the CC when the survey was conducted. Of these aware clients, 62.42% indicated that the CC was easy to see and 70.06% responded that the CC was really useful for the completion of their respective transactions.

In essence, this seemingly low awareness of the external clients can be addressed by installing additional visible Information, Education and Communication (IEC) materials related to the Citizens’ Charter at conspicuous places in the TPB office and at TPB event venues and also incorporating



relevant links on the TPB website where clients can access this information. This will help them find the necessary details they need to complete their requests and transactions.

CITIZEN'S CHARTER RESULTS PER SERVICE

Table 8.1 Awareness of CC (N=966)

Type of Service	Service Availed	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 this office's CC.	Awareness	
						f	%
Internal (n ₁ =734)	Processing of Claims and Payments	412	15	20	0	447	100.00%
	Request for Certification and Service Record	133	13	9	3	155	98.10%
	Request for Certificate of No Pending/With Pending Administrative Case	113	8	8	0	129	100.00%
	Overall Internal	658	36	37	3	731	99.59%
External (n ₂ =232)	TPB Membership	94	28	35	75	157	67.67%
	Overall External	94	28	35	75	157	67.67%
Overall (n ₃ =966)	Internal + External	752	64	72	78	888	91.93%

Table 8.2 Visibility of CC (N=966)

Type of Service	Service Availed	1. Easy to see	2. Somewhat easy to see	3. Difficult to see	4. Not visible at all	Not Applicable	Visibility	
							f	%
Internal (n ₁ =734)	Processing of Claims and Payments	289	120	16	6	6	289	64.65%
	Request for Certification and Service Record	91	50	10	0	2	91	58.71%
	Request for Certificate of No Pending/With Pending Administrative Case	82	35	6	1	5	82	63.57%
	Overall Internal	462	205	32	7	13	462	63.20%
External (n ₂ =232)	TPB Membership	98	44	11	11	68	98	62.42%
	Overall External	98	44	11	11	68	98	62.42%
Overall (n ₃ =966)	Internal + External	560	249	43	18	81	560	63.06%



Table 8.3 Helpfulness of CC (N=966)

Type of Service	Service Availed	1. Helped very much	2. Somewhat helped	3. Did not help	Not Applicable	Usefulness	
						f	%
Internal (n ₁ =734)	Processing of Claims and Payments	210	194	16	15	210	46.98%
	Request for Certification and Service Record	75	61	8	7	75	48.39%
	Request for Certificate of No Pending/With Pending Administrative Case	64	50	5	10	64	49.61%
	Overall Internal	349	305	29	32	349	47.74%
External (n ₂ =232)	TPB Membership	110	40	5	77	110	70.06%
	Overall External	110	40	5	77	110	70.06%
Overall (n ₃ =966)	Internal + External	459	345	34	109	459	51.69%

2. Analysis of Service Quality Dimensions 0 (SQD0) Result

The overall satisfaction score for Internal Services was rated Very Satisfactory at 92.09%. The service “Request for Certification and Service Record” received the highest rating of 96.18%, or Outstanding, followed closely by the Request for Certificate of No Pending/With Pending Administrative Case at 96.12%, also rated Outstanding. Meanwhile, the Processing of Claims and Payments received the lowest rating at 89.49%, or Satisfactory. Internal clients are concerned about slow processing times and suggest implementing a notification system to alert clients or stakeholders when transactions are successfully processed. They also find the requirement to gather three quotes from different suppliers for each item tedious and propose reducing or eliminating this step.

It can be noted from this result that a considerable proportion of internal clients (10.07%) were neither satisfied nor dissatisfied with the “Processing of Claims and Payments”. Since this rating is equivalent to a detractor, the assigned department must be able to see to it that each internal client in each transaction is either satisfied or very satisfied by improving on their brand of service delivery.



Table 9. The Assessment of Internal Respondents on the Overall Customer Satisfaction (n=734)

SQDO	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall	Interpretation
Processing of Claims and Payments	195	205	45	2	0	0	447	89.49%	Satisfactory
Request for Certification and Service Record	85	66	5	1	0	1	158	96.18%	Outstanding
Request for Certificate of No Pending/With Pending Administrative Case	78	46	4	0	1	0	129	96.12%	Outstanding
Overall	358	317	54	3	1	1	734	92.09%	Very Satisfactory

Legend: Below 60.0% = Poor, 60.0% - 79.9% = Fair, 80.0% - 89.9% = Satisfactory, 90.0% - 94.9% = Very Satisfactory, 95.0%-100% = Outstanding

In terms of overall satisfaction, external clients who availed of the TPB Membership Program rated the agency Very Satisfactory in 2024, with a 93.42% rating, as shown in Table 10. This indicates a high level of satisfaction among TPB members. On another note, almost 7% of the external respondents were not satisfied with the services, having chosen neither agree nor disagree, disagree and strongly disagree. Therefore, the department spearheading the activities for TPB members should strategize to improve more on this rating by focusing on Service Quality Dimensions such as Responsiveness and Assurance that matter to the external clientele.

Table 10. The Assessment of External Respondents on the Overall Customer Satisfaction (n=232)

SQDO	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall	Interpretation
TPB Membership Program	143	70	13	1	1	4	232	93.42%	Very Satisfactory

Legend: Below 60.0% = Poor, 60.0% - 79.9% = Fair, 80.0% - 89.9% = Satisfactory, 90.0% - 94.9% = Very Satisfactory, 95.0%-100% = Outstanding



3. Analysis of Service Quality Dimensions (SQD 1 - 8) Result

TPB internal services received an overall Very Satisfactory rating across all eight dimensions, scoring at 90.02%.

The highest rating was for Outcome which received an Outstanding rating of 95.35%. This was followed by Assurance which was rated Very Satisfactory at 94.75%, then Cost at 93.67%, and Reliability at 92.04%. Responsiveness and Communication both received the lowest ratings at 84.69% and 84.11% respectively, indicating Satisfactory levels.

At this rate, responsiveness can be improved by showing willingness to assist and promptness in providing services to the clients, while the quality of communication can be better delivered by keeping the clients informed in a language that they can easily understand and demonstrating that the department is willing to listen to their feedback and suggestions.

Table II. The Assessment of Internal Clients on the Service Quality Dimensions (n=734)

Service Quality Dimension	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall	Description
Responsiveness	287	316	79	22	8	22	734	84.69%	Satisfactory
Reliability	346	325	46	11	1	5	734	92.04%	Very Satisfactory
Access and Facilities	309	286	92	6	1	40	734	85.73%	Satisfactory
Communication	245	311	77	14	14	73	734	84.11%	Satisfactory
Costs	130	77	14	0	0	513	734	93.67%	Very Satisfactory
Integrity	346	321	47	2	12	6	734	91.62%	Very Satisfactory
Assurance	354	332	25	12	1	10	734	94.75%	Very Satisfactory
Outcome	357	319	30	1	2	25	734	95.35%	Outstanding
Overall	2374	2287	410	68	39	694	5872	90.02%	Very Satisfactory

Legend: Below 60.0% = Poor, 60.0% - 79.9% = Fair, 80.0% - 89.9% = Satisfactory, 90.0% - 94.9% = Very Satisfactory, 95.0%-100% = Outstanding



Overall, TPB's external service received a Very Satisfactory rating across all eight dimensions, with an overall score of 91.79%.

From the perspective of external clients, Access and Facilities emerged as the strongest aspect of TPB's service delivery, achieving a Very Satisfactory rating of 93.75% followed by Outcome at 93.24%. Conversely, Responsiveness (87.95%) and Assurance (89.45%) received the lowest scores which were rated as Satisfactory.

Similar to internal customers, external clients needed to feel more that TPB staff are always willing to assist and provide a consistently prompt response to their needs in every transaction. They pointed out through the survey that hiring of additional competent staff may also augment the number of people to assist them in their transactions. A handful also expressed the need to improve some processes through paperless requests, sending of emails for approved travel orders, and scanning of documents for easy retrieval.

Assurance, on the other hand, can be best improved when frontline staff perform their expected duties, possess knowledge about TPB's products and services, being able to understand clients' needs, and building good work relationships with them. Particularly, improvements can be made by establishing a system of giving notification prompt to clients/stakeholders for successful processing of their payment and reimbursement transactions. One respondent also recommended to review supporting documents faster and minimize repeated returns to Project Officers (POs) by consolidating all requests for additional supporting documents into a single return. Another client suggested for the TPB staff to be customer-friendly at all times.

Table 12. The Assessment of External Clients on the Service Quality Dimensions (n=232)

Service Quality Dimension	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall	Description
Responsiveness	132	65	23	1	3	8	232	87.95%	Satisfactory
Reliability	136	72	14	2	1	7	232	92.44%	Very Satisfactory
Access and	140	70	10	3	1	8	232	93.75%	Very



Service Quality Dimension	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall	Description
Facilities									Satisfactory
Communication	140	66	15	2	1	8	232	91.96%	Very Satisfactory
Costs	123	60	13	1	1	34	232	92.42%	Very Satisfactory
Integrity	144	59	14	0	1	14	232	93.12%	Very Satisfactory
Assurance	129	66	21	1	1	14	232	89.45%	Satisfactory
Outcome	142	65	11	1	3	10	232	93.24%	Very Satisfactory
Overall	1086	523	121	11	12	103	1856	91.79%	Very Satisfactory

Legend: Below 60.0% = Poor, 60.0% - 79.9% = Fair, 80.0% - 89.9% = Satisfactory, 90.0% - 94.9% = Very Satisfactory, 95.0%-100% = Outstanding

Table 13 presents both the internal and external clients' high satisfaction ratings of 90.02% and 91.79% respectively. From the table, it can be validated that the service on "Request for Certificate of No Pending/With Pending Administrative Case" got the highest SQD1-8 average rating of 93.00% or Very Satisfactory, followed by the Request for Certification and Service Record with 92.57% rating or Very Satisfactory. The service on Processing of Claims and Payments got the lowest rating of 88.62% or Satisfactory performance.

The same table also shows that the TPB members perceived the agency with a very satisfactory regard on how they were able to deliver their products and services for CY 2024.

Table 13. Client Satisfaction on the specific Services in terms of the Overall Service Quality Dimension Ratings (n=966)

Internal Services	Overall Rating	Interpretation
Internal Services		
Processing of Claims and Payments	88.62%	Satisfactory
Request for Certification and Service Record	92.57%	Very Satisfactory
Request for Certificate of No Pending/With Pending Administrative Case	93.00%	Very Satisfactory



Internal Services	Overall Rating	Interpretation
<i>Internal Services Total</i>	90.02%	Very Satisfactory
External Services		
TPB Membership Program	91.79%	Very Satisfactory
<i>External Services Total</i>	91.79%	Very Satisfactory
OVERALL TOTAL	90.46%	Very Satisfactory

Legend: Below 60.0% = Poor, 60.0% - 79.9% = Fair, 80.0% - 89.9% = Satisfactory, 90.0% - 94.9% = Very Satisfactory, 95.0%-100% = Outstanding

C. Comments and Suggestions for the Improvement of TPB Services.

Thematic Analyses of the verbatim statements (responses to the open-ended questions) of the clients regarding their insights on how else can TPB improve on their services were employed in this part of the results. Themes are statements derived from common codes, experiences or insights expressed by the participants. In this section, themes were generated as follows:

FOR INTERNAL IMPROVEMENTS From Processing of Claims and Payments

Theme 1: Improvement of Systems for Payments and Reimbursements

The first theme generated in this report was named as “Improvement of Systems for Payments and Reimbursements”. This was the most commonly shared experience of the internal clients when they transacted for processing of claims, reimbursements and payments. To wit were their expressed sentiments:

- *Ensure that checklist of requirements contains the complete information and easily accessible. Consider establishing a system of giving notification prompt to clients/stakeholders for successful processing of transactions.*
- *Detailed checklist of requirements and check compliance upon receipt of documents for on time compliance of other required documents if any.*



- *Processing of clothing allowance should be automatic and quick especially if Finance Department is aware that you are travelling to a winter country during winter time.*
- *Expedite the process, maybe by eliminating some of the unnecessary documentation.*
- *Fast Track Processing*
- *If They Can Improve Their Processing Time*
- *Improved their processing time, I received my reimbursement a little late compared last month. it took them longer*
- *Improve the payment/reimbursements turnaround time,*
- *Maybe having less requirements to attached. Example, the amount of reimbursement is P500 only but the attachments and print outs are many.*
- *Faster review of the supporting documents & minimize repeated return to POs/ reduce to one time return of documents asking for all additional supporting documents*
- *Please consider designating OIC if the signatory is out of the office for even one or two days only. Their position is very critical to the whole function of the office. Thank you*
- *The Processing of Payroll should be done within 15 working days. Based on records, it failed to comply with the period provided in the Citizen's Charter with due regard to when the last step of the process was completed.*
- *Aside from official receipts, perhaps lessen the requirements for reimbursement, such as having to get quotations from 3 different suppliers for each item, or lessen the number of quotations needed, as this process is too tedious.*
- *Be friendly all the time*
- *The Department Concerned Should work double time in processing payments, especially if the payment is for the external supplier. if there is a need for additional documents, the department concerned should be able to inform the project officer at least within 24 hours upon receipt of the documents.*

Theme 2: Hiring of More Qualified Staff

The volume of transactions in the Finance Department for claims and payments also necessitated the need to provide additional workforce. This was the shared sentiment of the internal respondents as they claimed that:



- *Maybe there's a need to add more personnel who handles the process to make sure they will meet the timeline*
- *Hire more staff in charge of processing payments should budget permits*
- *hire more personnel if possible*
- *Hire More Staff If Possible*
- *Hire More Staff If Budget Permits*

Aside from these suggestions, one or two respondents were also able to suggest having a regular feedback mechanism and digitalization of services as one stated that: "Since we are transitioning and/or promoting tourism in the digital age through TPB events, we should also apply it in our agency. Meaning, we should lessen hardcopies needed for the processing of claims and make it digital."

From Request for Certificate of No Pending/ With Pending Administrative Case

Theme 3: Hiring of More Qualified Staff

Similarly, the internal clients who had experienced dealing with Request for Certificate of No Pending/ With Pending Administrative Case also collectively suggested the need for more hands to aid in the volume of work in the department. They suggested that:

- *Hire more staff in charge of processing payments should budget permits*
- *Hire More Staff If Budget Permits*

One stressed to emphasize the rationale for filling out the CSM Form (*pertaining to the HCSM survey form*), stating that it is mandatory for public offices to comply with the Ease of Doing Business and Efficient Delivery of Government Services Act. Other respondents were already satisfied of the services and were not able to provide for more recommendations.

From Request for Certification and Service Record

Theme 4: Improvement of Processes

For those who have transacted for Request for Certification and Service Record, they were also able to uniformly suggest that the process must be streamlined as well. They maintained that:



- *For easy retrieval Permanent Employees or Job Order should need to scan all documents. Check the exact date and position of service record of the employee.*
- *Need a file that easily retrievable.*
- *It would be better to shorten the process by sending an email of our approved travel order to the concerned Department. No need to fill out the request form.*
- *Paperless request.*

SUGGESTIONS FOR EXTERNAL SERVICES' IMPROVEMENTS

Theme 1: Reasonable Selection of Program Beneficiaries

A handful of respondents expressed dissatisfaction in the inclusion or exclusion of some TPB members in the organization's activities and programs.

They suggested that:

- *Participation of every event should be open widely so that more members can join*
- *Tourism Promotions Board should fairly choose its participants not based on whom they know but shall be based on who really needs their support most specially the SMEs and aspiring local travel agents*
- *Cite reason why the client was not included with those who wanted to avail the Fam Tours*
- *I recently registered to join MICECON but was denied. Hope the agency can provide participants the qualifications and/or the reasons for denial so we will know how to correct.*
- *Some of the TPB staff are bias in choosing members who will avail the benefits such as famtrips/RTF/seminars etc. 1 TPM member had availed 4 events conducted by TPB this year and most of the members knows that there are staff in TPB who are bias.*
- *Participation of every event should be open widely so that more members can join.*
- *Better selection process for fam tours. Not the typical first come first serve please. The membership is paid by all so it's better that everyone gets the chance to be included in famtours. This is what is most liked by members but if a member failed to get one, definitely there will be dissatisfaction hindi yung un at yun ang kikita sa trips. How about assigning members in one*



particular trip without registering? This means all members will have the opportunity to be included since you assign and allocate based on who are not yet included in the previous trips.

Theme 2: Improvements in the Quality of Communication

Several observations were also made as to how the communication processes were delivered by the agency for CY 2024. Means for improvement offered were as follows:

- *Constant updating of TPB concerns and activities to members.*
- *Communication and coordination from manila office to Cebu office is not good*
- *An early events calendar for the travel fairs locally & internationally would help.*
- *Provide more activities to educate TPM Members on current events in the tourism industry and create more activities for the members to meet each other and develop business relationships among each other.*
- *Please give us more contact*
- *Please make sure that you are disseminating information or surveys to the right individual or organization*
- *By randomly reaching out to members via call.*
- *Continuous innovation, Precise information, approachable support team*
- *Appoint key personnel for prompt and easy transaction especially when there are questions that need to answer right away*
- *Communication*
- *Give information early*
- *I am looking forward to a better response on the confirmation of membership application*
- *Continuing updates on trends*
- *The website can be easier to navigate and it would be good to remove outdated information*
- *Thru call or text lang sana yong mga reminder Lalo pag my event kung email lang Kasi hindi ma check agad kasi busy.*

Theme 3: Streamlining of Procedures



Even if the Citizen's Charter was already a commitment to ease the burden of transacting with the agency and streamline critical procedures, the external clients were still able to point out some improvements that may be carried out. Some included:

- *More optional systems*
- *The evaluation process can be faster*
- *Continuous innovation, Precise information, approachable support team*
- *Just continue looking for best ways of improvement*
- *Appoint key personnel for prompt and easy transaction especially when there are questions that need to answer right away*
- *We understand that schedules can get busy and we appreciate time you have taken consider our application. However, we kindly request that if you are able to provide a response within the next few days, please informed us immediately. We have been eagerly anticipating the opportunity to participate in your shows and have been waiting patiently for weeks. We value the potential collaboration with your team and are excited about the possibility of showcasing our work at your events. Your prompt response would be greatly appreciated. Thank you*
- *In terms of the Membership Program, response time is fast. However, on some TPB-organized events, response time is somehow slow, and needs follow up at times. Maybe we can improve on this.*
- *Timeliness in response*
- *Simplify procedures and do not rush processing because deadline is so near*
- *Give information early*
- *Lesser fee on the promotions and activations.*
- *The time duration in email response*

Theme 4: Improved Online Presence

External clients also felt the need for TPB to be more proactive in utilizing virtual means to reach out to them. They suggested to have:



-
- *More online free trainings geared towards improving business process of small travel agencies, budget or incentive for promoting the Philippines online*
 - *Continuous innovation, Precise information, approachable support team*
 - *More online presence*
 - *Online presence*
 - *Online promotions*
 - *Continuing updates on trends*
 - *The website can be easier to navigate and it would be good to remove outdated information*
 - *Social media engagement of the events.*



V. SUMMARY AND CONCLUSIONS

The 2024 TPB Client Satisfaction Measurement (CSM) was able to produce both quantifiable and qualified evidences of how the agency performed all throughout the year with its promised services to the Filipino people- its internal and external clients as contained in the Citizen's Charter. The CSM response rate was 60.75%.

Moreover, the 2024 CSM determined that the overall satisfaction index of TPB, as perceived by internal clients for CY 2024, was 92.09%, while external clients rated it at 93.42%. In light of the Citizen's Charter awareness, Internal respondents showed high awareness (99.59%) of the Citizen's Charter, but visibility (62.20%) and usefulness (47.74%) are lower. Among external clients, awareness (67.67%) and visibility (62.42%) are moderate, while usefulness is relatively higher at 70.06%.

TPB was able to achieve the agency goal in terms of customer satisfaction measure (SQD 0) which is at least 90%, as manifested in the internal customer rating of 92.09% or Very Satisfactory and 93.42% for the external clients which is also Very Satisfactory.

On the same year, the TPB was able to deliver best practices in terms of the Service Quality Dimensions (SQDs) Overall Outcome (for internal services) and Access and Facilities (for external services) responding to the needs of the clients. The area on Responsiveness however, in both internal and external service assessments, received the lowest rating.

With the succinct information provided by the participating TPB clients in both quantitative and qualitative forms, the study is also able to extract meaningful inputs to guide the agency in improving its provision of services and promises to their clients.



VI. RESULTS OF THE AGENCY ACTION PLAN FOR 2024

CSM Domain of Concern	Plan of Action	Responsible Department/Unit	Implementation Status (Implemented/Partially Implemented/ Not Implemented)	Remarks
Citizen's Charter Awareness and Visibility SQD3: Access and Facilities	Increase the awareness of applicants to the TPB Membership Program about the availability of the TPB Citizen's Charter by including the link to the document in the Registration Page of the TPB Membership Program microsite.	Domestic Promotions Department Management Information Systems (MIS) Department Management Information Systems (MIS) Department	Implemented	The Citizen's Charter is made available for viewing of an applicant before proceeding to the actual online registration form
SQDI: Responsiveness	Respond to email inquiries and questions of TPB Members and applicants within 3 working days.	Domestic Promotions Department	Partially Implemented	Some email inquiries or concerns are highly technical or outside the Membership Secretariat's scope and must be endorsed to the appropriate unit (i.e. external website developer/online registration platform or the TPB Finance Department) for



CSM Domain of Concern	Plan of Action	Responsible Department/Unit	Implementation Status (Implemented/Partially Implemented/ Not Implemented)	Remarks
				further assistance.
SQD7: Assurance	Implement learning modules to enhance the skills and knowledge of TPB Members.	Domestic Promotions Department	Partially Implemented	<p>The Membership Secretariat has successfully implemented 2 programs for capacity-building and skills development of its members:</p> <ul style="list-style-type: none"> - TPB Membership Hybrid Seminar - TPB Members' ThinkTalk Sessions. <p>However, the implementation of a new program, the Marketing Intelligence Learning/Training Program for TPB Members, was pushed back to 2025 due to a failure of bidding for the service provider.</p>
SQD8: Outcome	Increase opportunities for TPB Members to	Domestic Promotions Department	Implemented	For CY 2024, TPB Members were invited to



CSM Domain of Concern	Plan of Action	Responsible Department/Unit	Implementation Status (Implemented/Partially Implemented/ Not Implemented)	Remarks
	<p>join familiarization trips and travel expos.</p>			<p>participate in an increased number of familiarization trips and travel expos detailed as follows:</p> <ul style="list-style-type: none"> - 6 familiarization trips/domestic tourism invitation program modules (from 4 the previous year) - Marketing opportunity for Members to present their services and domestic travel promo packages during the 35th Philippine Travel Mart (6-8 September 2024) in SMX MOA (from none the previous year) - 1 post-event tour as an added component of the Hybrid Membership Seminar (from none the



CSM Domain of Concern	Plan of Action	Responsible Department/Unit	Implementation Status (Implemented/Partially Implemented/ Not Implemented)	Remarks
				<p>previous year)</p> <p>Moreover, the following activities were sustained:</p> <ul style="list-style-type: none"> - 2 Regional Travel Fairs as buyer-participants joining post-event tours within the featured regions - Discounted participation in international fairs with opportunity to expand their network and market reach.
SQD4: Communications	Send invitations to TPB events (e.g. travel expo, familiarization trips) at least 2 weeks before implementation dates.	Domestic Promotions Department	Implemented	The Domestic Promotions Department sends its invitations to TPB events at least 2 weeks before the implementation date.
SQD1: Responsiveness SQD7: Assurance	Conduct a customer service-learning session (e.g. courtesy in dealing with	Personnel and Human Resources Development Division	Implemented	<p>Event Title: Customer Service Excellence</p> <p>Date of Conduct: 01-02 August</p>



CSM Domain of Concern	Plan of Action	Responsible Department/Unit	Implementation Status (Implemented/Partially Implemented/ Not Implemented)	Remarks
	clients, responsiveness).			2024 Venue: TPB Activity Room A to C Time: 9:00 AM to 5:00 PM Resource Speaker: Mr. Gene Kenneth M. Ilagan No. of Pax: 20



VII. CONTINUOUS AGENCY IMPROVEMENT PLAN FOR 2025

CSM Domain of Concern	Specific Item of Concern	Plan of Action	Responsible Department/Unit	Timeline
Citizen's Charter Visibility and Helpfulness	Low Citizen Charter (CC) scores: CC Awareness - 83.63%, CC Visibility - 62.31%, CC Helpfulness - 58.90%	<p>1. Enhance existing IEC Materials</p> <p>A. Develop visually engaging Citizen's Charter infographics and short explainer videos for the TPB website and social media platforms</p> <p>B. Enhance the Citizen's Charter display on LCD screens within office premises to improve accessibility and engagement.</p> <p>2. Increase On-Site Visibility</p> <p>A. Post QR codes linking to the Citizen's Charter at key locations, particularly in departments with enrolled services.</p> <p>3. Strengthen Internal Awareness</p> <p>A. Regularly email the latest version of the Citizen's</p>	Committee on Anti-Red Tape (CART) (in coordination with the MIS Department)	1 st Semester of 2025



CSM Domain of Concern	Specific Item of Concern	Plan of Action	Responsible Department/Unit	Timeline
		Charter to all TPB personnel and include a dedicated link or QR code in the office email closing address, positioned below the TPB logos, to reinforce awareness and compliance.		
<p>SQD Communication: <i>I easily found information about my transaction from the office or its website</i></p>	<p>The Service Quality Dimension (SQD) was rated low by internal customers (84.11%)</p>	<p>1. Real-Time Status Updates for Transactions Implement an online tracking system for claims, payments, and other transactions to enhance communication and provide real-time status updates.</p> <p>2. Streamline Processes and Improve Client Communication Conduct an orientation or briefing to clarify checklists of requirements, streamline documentation processes, and address TPB personnel's concerns on slow</p>	<p>Finance Department (in coordination with the MIS Department)</p> <p>Finance Department</p>	<p>Year-Round (2025)</p> <p>1st Semester of 2025</p>



CSM Domain of Concern	Specific Item of Concern	Plan of Action	Responsible Department/Unit	Timeline
		<p>inquiries and clarifications to enhance efficiency and customer satisfaction.</p> <p>3. Regularly Update Communication Channels Keep the TPB website and social media platforms updated with the latest information to ensure timely dissemination to stakeholders.</p>	Domestic Promotions Department	
SQD Integrity: <i>I feel the office was fair to everyone, or “walang palakasan”, during my transaction</i>	Some external customers expressed dissatisfaction in the inclusion or exclusion of some TPB members in the agency’s activities and programs, noting the need for better and more transparent participation selection process.	<p>1. Revisit Participation Guidelines Review and refine the criteria for TPB event participation, including domestic invitational programs and Regional Travel Fairs (RTFs) to ensure fair and equitable opportunities for all eligible members.</p> <p>2. Conduct Member Orientation Conduct orientations on TPB Membership Program activities, processes,</p>	Domestic Promotions Department	1 st Semester of 2025 Year-Round (2025)



CSM Domain of Concern	Specific Item of Concern	Plan of Action	Responsible Department/Unit	Timeline
		participation guidelines, and member benefits, ensuring members fully understand their privileges and opportunities.		



VIII. ANNEX

Annex A. TPB Online Survey Questionnaire (External Clients)

Assessment Center

Welcome!

HELP US SERVE 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.

Please press the button to continue.

Continue

Assessment Center

Informed Consent:

As part of Government's initiative to deepen citizen's participation in government processes, particularly in the delivery of products and/or services of the TOURISM PROMOTIONS BOARD (TPB). We would appreciate if you could spare a few minutes of your time to participate in our survey. Your insights will greatly help TPB improve its product and/or service delivery and meet your expectations to serve you better in the future.

Please be assured that all answers provided will be kept in strict confidentiality.

Any information that is obtained in connection with this study and that can be identified with you will remain confidential and will be disclosed only with your permission. By filling out the measurement form, you are giving consent to TPB and its research partner People Dynamics Inc. (PDI) to process all the provided information. As the data subject, you have the right to access and ask for changing or deleting your personal data, which will be kept by TPB and PDI.

If you agree to the provisions stated above, please tick the checkboxes below:

I give consent to the People Dynamics, Inc to collect, store and manage the data collected through the Assessment Center.

By ticking the checkboxes above, you are granting permission to People Dynamics, Inc (or agents acting on their behalf) that directed you this assessment to receive the results of this evaluation. And all information included herein.

Accept Logout



Demographics Profile

First Name

Last Name

Sex


Email

Age

Client Type

Date

Region of Residence

 **submit**



INSTRUCTIONS: Click the choice corresponding to 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.

Question No: 9

CC1. Which of the following best describes your awareness of a CC?*

I know what a CC is and I saw this office's CC.
 I know what a CC is but I did NOT see this office's CC.

I learned of the CC only when I saw this office's CC.
 I do not know what a CC is and I did not see one in this office. (Answer N/A on CC2 and CC3)

Question No: 10

CC2. If aware of CC (answered 1 & 3 in CC1), would you say that the CC of this office was ... ? *

Easy to see
 Somewhat easy to see

Difficult to See
 Not visible at all

N/A

Question No: 11

CC3. If aware of CC (answered codes 1 - 3 in CC1), how much did the CC help you in your transaction?*

Helped very much
 Somewhat helped

Did not help
 N/A

Question No: 12

For Service Quality Dimensions (SQD) 0-8, please select on the column that best corresponds to your answer.

					N/A
Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly disagree	Not Applicable
5	4	3	2	1	N/A

SQD0: I am satisfied with the service that I availed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD1: I spent a reasonable amount of time for my transaction.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD2: The office followed the transaction's requirement and steps based on the information provided.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD3: The steps (including payment) I needed to do for my transaction were easy and simple.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD4: I easily found information about my transaction from the office or its website.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD5: I paid a reasonable amount of fee for my transaction (If service was free, mark the N/A column).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD6: I am confident my online transaction was secure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD7: The office's online support was available, and (if asked) questions/online support was quick to respond.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD8: I got what I needed from the government office, or (if denied) denial of request was sufficiently explained to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Submit

Question No: 13

Suggestions on how we can improve our services (Optional)

Question No: 14

Email Address

Question No: 15

Contact Number** (to be used for validation purposes)

Submit



ANNEX B. TPB Online Survey Questionnaire (Internal Clients)

**BE PART OF TPB'S
2024 CUSTOMER SATISFACTION SURVEY /
CLIENT SATISFACTION MEASUREMENT**



2024 TPB Customer Satisfaction Survey / Client Satisfaction Measurement

B I U  

The **Harmonized Client Satisfaction Measurement (HCSM)** tracks the customer experience of government offices. Your feedback on your recently concluded transaction will help this office provide better service. Personal information shared will be kept confidential and you always have the option to not answer this form.

Informed Consent:
As part of Government's initiative to deepen citizen's participation in government processes, particularly in the delivery of products and/or services of the TOURISM PROMOTIONS BOARD (TPB). We would appreciate if you could spare a few minutes of your time to participate in our survey. Your insights will greatly help TPB improve its product and/or service delivery and meet your expectations to serve you better in the future.

Please be assured that all answers provided will be kept in strict confidentiality.


Any information that is obtained in connection with this study and that can be identified with you will remain confidential and will be disclosed only with your permission. By filling out the measurement form, you are giving consent to TPB to process all the provided information. As the data subject, you have the right to access and ask for changing or deleting your personal data, which will be kept by TPB.

If you agree to the provisions stated above, please tick the checkbox below: *

I give consent to the Tourism Promotions Board to collect, store and manage the data collected through t...



Start Time in Answering the Survey: *

Time 


DEMOGRAPHIC PROFILE:
Description (optional)

Name: *
Short answer text

Sex: *
 Male
 Female

Age: *
Short answer text

Client Type: *
 Citizen
 Business
 Government (Employee or another agency)

Date *
Month, day, year 

Region of Residence: *

1. NCR
2. CAR
3. Region 1
4. Region 2
5. Region 3
6. Region 4A
7. Region 4B
8. Region 5
9. Region 6
10. Region 7
11. Region 8
12. Region 9
13. Region 10
14. Region 11
15. Region 12
16. BARMM



Transaction Particulars (Please describe the nature of transaction): *

Long answer text

How many times have you availed the service in 2024? *

- 1st Availment
- 2nd Availment
- 3rd Availment
- Other...

Internal Service Availed: *

- Processing of Claims and Payments
- Request for Certification and Service Record
- Request for Certificate of No Pending/ With Pending Administrative Case

Person/Unit/Office Transacted with: *

- Finance Department (Accounting Division)
- Personnel and Human Resources Development Division
- Legal Department

INSTRUCTIONS: Choose 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.

Description (optional)

CC1: Which of the following best describes your awareness of a Citizen's Charter (CC)? *

- I know what a CC is and I saw this office's CC.
- I know what a CC is but I did NOT see this office's CC.
- I learned of the CC only when I saw this office's CC.
- 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...? *

- Easy to see
- Somewhat easy to see
- Difficult to See
- Not visible at all
- Not Applicable

CC3: If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction? *

- Helped very much
- Somewhat helped
- Did not help
- Not Applicable



SERVICE QUALITY DIMENSIONS: *

For Service Quality Dimensions (SQD) 0-8, please select the column that best corresponds to your answer.



	Strongly Agr...	Agree	Neither Agre...	Disagree	Strongly Dis...	Not Applica...
SQD0. I am ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD1. I spe...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD2. The o...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD3. The s...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD4. I easil...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD5. I paid...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD6. I feel ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD7. I was ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD8. I got ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Suggestions on how we can improve our services (Optional):

Long answer text

Email Address (to be used for validation purposes): *

Short answer text

Contact Number (to be used for validation purposes): *

Short answer text

End Time in Answering the Survey: *

Time



2024 TPB Client Satisfaction Measurement (CSM) Final Report

The Tourism Promotions Board (TPB) and the People Dynamics, Inc. (PDI) certify the accuracy of the CSM results and compliance of the CSM report with the Guidelines of the Anti-Red Tape Authority (ARTA).

Prepared by:


Dr. Jocelyn R. Pick

Overall Project Manager
People Dynamics Inc.

Approved by:



Maria Margarita Montemayor Nograles
Chief Operating Officer
Tourism Promotions Board



Atty. Venancio C. Manuel III
Chairperson, TPB Committee on Anti-Red
Tape (CART)
Tourism Promotions Board



Crinezza Veil L. Mendoza
Department Manager III, Corporate Planning
and Business Development Department
Tourism Promotions Board



Manila

Unit 502 OMM-Citra Building, 39 San Miguel Avenue, Ortigas Center, Pasig City, Philippines, 1605

Cebu

5F Park Centrale Building, Jose Maria del Mar St., cor. Abad St., Cebu IT Park, Cebu City 6000

peopledynamics.co

+ 63 2 8365 0016