



BALIWAG WATER DISTRICT

Harmonized CSM Report
2024 (2nd Edition)

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Annex A. CSM Survey Questionnaire



I. Overview

Created through the charter of the Presidential Decree No. 198, otherwise known as the Provincial Water Utilities Act of 1973, the Baliwag Water District (BWD), a Government Owned and Controlled Corporation (GOCC)), has been a dependable provider of water and sanitation services to the citizenry of Baliwag City, Province of Bulacan since its establishment on July 1, 1989 under the Conditional Conformance No. 407 issued by the Local Water Utilities Administration (LWUA).

BWD continuously envisions to remain a world-class water utility that provides excellent service and of being a leader in its industry through innovations, sustainable development and environmental protection through community partnership since its inception and stands steadfast to its commitment of providing safe, adequate, reliable and affordable water and sanitation services as well as to protect the environment through community participation. Such vision turned into fruition as BWD has been and continues to be a benchmark of success in extending optimum customer experience to its concessionaires that it vowed to serve and a beacon of inspiration to its peer water districts being recipient of various recognitions on effective governance, exemplary management and organizational efficiency. BWD is considered to be one of the frontrunners of its industry being a pioneer in innovation, technological transformation, institutional development and adherence to its mandates.

More than mere compliance to the provisions of Republic Act No. 11032 or the Ease of Doing Business and Efficient Government Service Delivery Act of 2018, BWD fully embrace the adoption of the Client Satisfaction Measurement (CSM) as it firmly believes that all the efforts of the Agency towards excellence as evidenced by the monumental awards and accolades are worthless if such are not felt by its stakeholders. Therefore, BWD is pleased to present the results of its CSM for the fiscal year 2024 for both its external and internal services; to wit:

EXTERNAL SERVICES	Score
CC Awareness	68.08%
CC Visibility	50.68%
CC Helpfulness	51.00%
Response Rate	2.80%
Overall CSM Score	99.20%

INTERNAL SERVICES	Score
CC Awareness	99.70%
CC Visibility	84.70%
CC Helpfulness	91.61%
Response Rate	28.43%
Overall CSM Score	99.13%



II. Scope

This CSM Report covers the entire fiscal year of 2024 as the survey was conducted from January to December of the aforesaid year.

For external services, BWD surveyed the clients who made their transactions in the offices of the Agency as well as those that were serviced on-site. The internal clients, on the other hand, are surveyed upon availment of their respective internal services.

The survey utilized the standard Harmonized CSM questionnaire to solicit responses on the following: demographical questions for profiling, three (3) Citizen's Charter (CC) questions to measure the understanding on and effectiveness of the Agency's CC, and eight (8) questions related to the service quality dimensions (SQDs) as well as the overall level of satisfaction to assess the quality of services provided to the clients and gauge the degree of their customer experience. The aforementioned SQDs that this report intends to evaluate are as follows:

1. Responsiveness
2. Reliability
3. Access and Facilities
4. Communication
5. Costs
6. Integrity
7. Assurance
8. Outcome

Presented in the tables below are the list of services, both external and internal, that BWD surveyed for; the tabulation also contains the total number of transactions processed compared against the total number of responses gathered.

EXTERNAL SERVICES		Responses	Total Transactions
External Service 1	Change of Ownership	105	129
External Service 2	Desludging Service	765	767
External Service 3	Installation/Replacement of Ball Valve	313	335
External Service 4	Leak Repair	437	724
External Service 5	New Service Connection	1,252	1,477
External Service 6	Permanent Disconnection	25	27
External Service 7	Reconnection of Permanent Disconnection	462	516
External Service 8	Reconnection of Temporary Disconnection	765	14,427
External Service 9	Relocation/Transfer of Water Meter	268	284
External Service 10	Replacement of Lost Meter	6	6
External Service 11	Request for Inspection	237	599
External Service 12	Senior Citizen Discount	439	782



External Service 13	Temporary Disconnection	373	3,143
External Service 14	Water Bill Payment	2,777	270,208
TOTAL		8,224	293, 424

In aggregate, eight thousand two hundred twenty four (8,224) out of two hundred ninety three thousand four hundred twenty four (293,424) external clients were able to respond to the survey which is equivalent to 2.80% response rate.

It may be inferred that the survey response rate on external services may be low but it should be noted that 92.09% of the total transactions is comprised by Water Bill Payment which can be considered as recurring transaction on monthly basis and that the aggregate response rate of the rest of the thirteen (13) external services is at 23.46%.

INTERNAL SERVICES		Responses	Total Transactions
External Service 15	Request for ICT Technical Support	52	52
External Service 16	Request for New IT Equipment	41	41
External Service 17	Request for System Enhancement	99	99
External Service 18	Request for System Support	109	136
External Service 19	Cash Advance from Petty Cash Fund	319	455
External Service 20	Cash Advance Payable through Check	67	67
External Service 21	Disbursement	407	1,803
External Service 22	Application to Invitations for Learning and Development Interventions	15	15
External Service 23	Application for Leave	1,682	1,682
External Service 24	Request for Certificate of Employment	196	196
External Service 25	Request for Service Records	32	32
External Service 26	Request for Authority to Travel Abroad	2	2
External Service 27	Purchase of Materials/Equipment Procedure	291	1,169
External Service 28	Request and Release of Materials	364	5,477
External Service 29	Request for Issuance of Gas	353	4,317
External Service 30	Request for Repair of Service Vehicle and Equipment (for Purchase)	91	119
External Service 31	Request for Repair of Service Vehicle (with Stock)	128	191
External Service 32	Posting of Advisories	180	333
External Service 33	Request for Layout (Simple and Complex)	80	101
External Service 34	Request for On-Site Public Announcement	70	77
External Service 35	Request for Travel Order Form	240	581
TOTAL		4,817	16,945



The response rate of the internal services, on that other hand, registered at 28.43% or the equivalent of four thousand eight hundred seventeen (4,817) out of the total transactions of sixteen thousand nine hundred forty five (16, 945). It can be gleaned from the above table that more than majority of the services has 100% response rate except for those that may be considered as recurring like the Request and Release of Materials, Issuance of Gas, Request for Travel Order Form and Disbursement which transactions are done by the same personnel on repeated basis.

III. Methodology

For external services, the survey forms were administered to the clients who visited the office by the transacting BWD personnel right after every transaction while, for onsite services, field personnel handed out the questionnaires to the requesting concessionaires upon accomplishment of job orders. The requesting personnel for the internal services were asked to answer the survey form upon completion of their transactions.

The eight (8) SQD questions were scored using a 5-point Likert Scale with the interpretation presented below:

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

Meanwhile, the following formula was employed to obtain the overall scores of the eight (8) SQDs.

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

Lastly, the adjectival interpretation of the results are as follows:

Scale	Rating
Below 60.0%	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

In this section, the data collected through the year-round efforts of the Agency to administer the CSM questionnaires were presented. These data are tallied, tabulated, consolidated and eventually treated to extract pertinent pieces of information that are significant in drawing interpretations, implications and conclusions that are relevant in evaluation of the implementation of the Agency's CC and in the formulation of strategies and amendments, if any, to further enhance the customer experience extended to the stakeholders of BWD.

A. Demographic Profile

Table D1.a presents the age distribution of external respondents who engaged in transactions with the Agency. The table reflects that the highest percentage of the respondents who opted to indicate their age belongs to the 20-34 bracket at 21.91% followed by small margin by those belonging to 35-49 age group at 19.76%. These figures are consistent with the common knowledge that young and middle adults who are homemakers and heads of the family and the ones who are responsible in dealing with household utilities as well as the result of the CSMR Report for 2023. It is also worth noting that the age groups 50-64 and 65 and above with the total percentage of 16.04% is significant as facilities and arrangements should be in place to ensure provision of quality service by addressing the special needs of the clients who belong in these age clusters.

EXTERNAL SERVICES	
D1.a Age	Percentage
19 and below	3.11%
20-34	21.91%
35-49	19.76%
50-64	10.99%
65 and above	5.05%
Did not specify	39.18%

Table D1.b shows the age distribution of the respondents who availed internal services with the age group of 35-49 having the highest percentage at 34.88%; followed by clusters belonging to 20-34 and 50-64 at 25.31% and 11.48% respectively. This figures are consistent to the age distribution of the personnel of the Agency.

INTERNAL SERVICES	
D1.b Age	Percentage
19 and below	0.00%
20-34	25.31%
35-49	34.88%
50-64	11.48%
65 and above	0.62%
Did not specify	27.71%



More so, Table D2.a conveyed the sex distribution of the external respondents showing that 34.19% of those who indicated their sex are female while 28.83% are male; thus, a slight difference of 5.36%. These figures implicate that all concessionaires regardless of sex and even gender are welcome to transact in the Agency.

EXTERNAL SERVICES	
D2.a Sex	Percentage
Male	28.83%
Female	34.19%
Did not specify	36.98%

The sex distribution of the internal clients is exhibited in Table D2.b wherein 46.05% of the respondents are male and 30.72% are female reflecting the actual percentage between male and female employees of the Agency at 69.94% and 30.06% respectively. It is worthy to mention, however, that BWD strictly adheres to Equal Opportunity Principle and Gender and Development Mainstreaming.

INTERNAL SERVICES	
D2.b Sex	Percentage
Male	46.05%
Female	30.72%
Did not specify	23.23%

Further, Table D3.a indicates the distribution of respondents based on customer type wherein 35.47% fall under the category of citizen, 1.43% are business and .66% are government. These figures are consistent with the breakdown of the 42,564 total concessionaires based customer classification as of December 2024 which is 38,897 under residential, 164 are government, 2, 827 are commercial and 676 are under industrial.

EXTERNAL SERVICES	
D3.a Customer Type	Percentage
Citizen	35.47%
Business	1.43%
Government	.66%
Did not specify	62.44%

As expected, 81.96% of the respondents who availed internal services fall under the government as customer type as revealed by Table D3.b; but it may be considered that orientation on CSM questionnaire may be included in the employee reorientation on CC due to the .15% that responded as business.



INTERNAL SERVICES	
D3.b Customer Type	Percentage
Citizen	0.00 %
Business	.15%
Government	81.96%
Did not specify	17.89%

This report presents no discussion on region of residence since the jurisdiction of the mandate of BWD to provide water and sanitation services is exclusive to the City of Baliwag, Bulacan.

Finally, it should be inferred from the tables above relative to the demographical profile of the external respondents that there is a significant percentage that did not specify either their age, sex, customer type or all which they have the liberty to do so in adherence to the Data Privacy Act; but it is recommended to devise strategies to encourage survey participants to provide these pieces of information as such can also serve as source for sex-disaggregated data and the eventual establishment of gender and development database.

B. Count of CC and SQD Results

It can be derived from the following table that 68.08% of the external respondents declared their awareness on CC with only .62% who professed lack of knowledge thereof.

External Services	Responses	Percentage
CC1.1 I know what a CC is and I saw this office's CC	4,306	52.36%
CC1.2 I know what a CC is but did not see this office's CC	650	7.90%
CC1.3 I learned of the CC only when I saw this office's CC	643	7.82%
CC1.4 I did not know what a CC is and did not see this one in this office	51	.62%
CC1.5 No answer	2,574	31.30%

The next table presents that 50.68% of the external respondents expressed the visibility of this Agency's CC.

External Services	Responses	Percentage
CC2.1 Easy to see	4,168	50.68%
CC2.2 Somewhat easy to see	1,283	15.60%
CC2.3 Difficult to see	149	1.81%
CC2.4 Not visible at all	7	.09%
CC2.5 N/A	14	.17%
CC2.6 No answer	2,603	31.65%



Meanwhile, the table below reveals that 51.00% of the external respondents acknowledged that the BWD CC was able to help them in processing their transactions.

External Services	Responses	Percentage
CC3.1 Helped very much	4,194	51.00%
CC3.2 Somewhat helped	1,362	16.56%
CC3.3 Did not help	14	.17%
CC3.4 N/A	16	.19%
CC3. No answer	2,638	32.08%

BWD scored 99.74% in the SQD 0 or the overall customer satisfaction of the external clients with the verbal equivalent of “Outstanding” which is also reflective of the rating received by each as well as the average of the eight (8) SQDs.

External Services							
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total Responses	Rating
SQD0	5	3	13	3,572	4,593	8,186	99.74%

More so, most of the respondents regarded BWD as “Outstanding” in all of the eight (8) SQDs with ratings ranging from 99.30% to 99.73% resulting to an overall rating of 99.20% which also has the verbal equivalent of “Outstanding”. Presented in the table below is the breakdown of survey results per SQD.

External Services							
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Responses	Rating
Responsiveness	9	4	40	3,200	4,937	8,190	99.35%
Reliability	14	3	22	3,383	4,768	8,190	99.52%
Access and Facilities	7	3	12	3,364	4,807	8,193	99.73%
Communication	17	4	36	3,357	4,761	8,175	99.30%
Costs	246	5	17	3,115	4,803	8,186	96.72%
Integrity	4	3	15	3,251	4,916	8,189	99.73%
Assurance	7	3	19	3,227	4,935	8,191	99.65%
Outcome	8	3	24	3,189	4,945	8,169	99.57%
Overall	312	28	185	26,086	38,872	65,483	99.20%



For the internal services, the survey results on the CC awareness, visibility and helpfulness are 99.70%, 84.70% and 91.61% respectively as exhibited in the next three tables. The high ratings may be assumed to be the positive result on the employee reorientation on CC conducted during the Staff Meeting for the month of February 2024.

Internal Services	Responses	Percentage
CC1.1 I know what a CC is and I saw this office's CC	4,340	90.10%
CC1.2 I know what a CC is but did not see this office's CC	283	5.88%
CC1.3 I learned of the CC only when I saw this office's CC	179	3.72%
CC1.4 I did not know what a CC is and did not see this one in this office	14	.29%
CC1.5 No answer	1	.02%

Internal Services	Responses	Percentage
CC2.1 Easy to see	4,080	84.70%
CC2.2 Somewhat easy to see	707	14.68%
CC2.3 Difficult to see	7	.15%
CC2.4 Not visible at all	7	.15%
CC2.5 N/A	11	.23%
CC2.6 No answer	5	.10%

Internal Services	Responses	Percentage
CC3.1 Helped very much	4,413	91.61%
CC3.2 Somewhat helped	374	7.76%
CC3.3 Did not help	14	.35%
CC3.4 N/A	16	.25%
CC3.5 No answer	2,638	.02%

The rating obtained from the internal respondents for the SQD0 or the overall customer satisfaction is 100% with the adjectival equivalent of "Outstanding".

Internal Services							
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Responses	Rating
SQD0	0	0	0	1,258	3,549	4,807	100%

For the individual SQDs, the ratings obtained range for 99.40% to 100% except for the 71.76% obtained by the dimension of "Costs" which should be considered as not applicable since no



internal service requires any payment. Therefore; it should be reiterated that an orientation on the CSM questionnaire be included in the reorientation on BWD CC. Nonetheless, the Agency received an overall rating of 99.13% for the eight (8) SQDs and the summary of the survey scores is presented in the following table.

Internal Services							
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Responses	Rating
Responsiveness	0	0	0	1,315	3,502	4,817	100%
Reliability	0	0	1	1,118	3,698	4,817	99.98%
Access and Facilities	87	2	5	954	3,176	4,224	97.77%
Communication	27	0	2	1,288	3,500	4,817	99.40%
Costs	0	0	146	0	371	517	71.76%
Integrity	0	0	3	1,095	3,719	4,817	99.94%
Assurance	0	0	0	945	3,872	4,817	100%
Outcome	18	0	2	1,006	3,791	4,817	99.58%
Overall	132	2	159	7,721	25,629	33,643	99.13%

C. Overall Score per Service

Based on the consolidated scores of the external services, the Agency garnered an overall rating of 99.54% with an adjectival description of "Outstanding". Individual services received scores ranging from 98.85% to 100%. The external services that received 100% rating are Installation/Replacement of Ball Valve, Replacement of Lost Meter, Request for Inspection, and Senior Citizen Discount. The rating per external service is revealed in the table below.

EXTERNAL SERVICES		Rating
External Service 1	Change of Ownership	99.52%
External Service 2	Desludging Service	98.85%
External Service 3	Installation/Replacement of Ball Valve	100%
External Service 4	Leak Repair	98.54%
External Service 5	New Service Connection	99.51%
External Service 6	Permanent Disconnection	98.99%
External Service 7	Reconnection of Permanent Disconnection	99.65%
External Service 8	Reconnection of Temporary Disconnection	99.80%
External Service 9	Relocation/Transfer of Water Meter	99.33%
External Service 10	Replacement of Lost Meter	100%
External Service 11	Request for Inspection	100%
External Service 12	Senior Citizen Discount	100%
External Service 13	Temporary Disconnection	99.77%
External Service 14	Water Bill Payment	99.65%
Overall		99.54%



With regards to internal services, an overall rating of 99.31% was obtained with “Outstanding” descriptive equivalent. Sixteen out of the twenty one internal services harnessed 100% score while the five remaining processes gained ratings ranging from 93.82% to 99.84%. The breakdown of rating for each internal service can be derived from the table below.

INTERNAL SERVICES		Rating
Internal Service 15	Request for ICT Technical Support	100%
Internal Service 16	Request for New IT Equipment	100%
Internal Service 17	Request for System Enhancement	100%
Internal Service 18	Request for System Support	100%
Internal Service 19	Cash Advance from Petty Cash Fund	100%
Internal Service 20	Cash Advance Payable through Check	100%
Internal Service 21	Disbursement	93.82%
Internal Service 22	Application to Invitations for Learning and Development Interventions	100%
Internal Service 23	Application for Leave	100%
Internal Service 24	Request for Certificate of Employment	95.14%
Internal Service 25	Request for Service Records	100%
Internal Service 26	Request for Authority to Travel Abroad	100%
Internal Service 27	Purchase of Materials/Equipment Procedure	100%
Internal Service 28	Request and Release of Materials	99.49%
Internal Service 29	Request for Issuance of Gas	100%
Internal Service 30	Request for Repair of Service Vehicle and Equipment (for Purchase)	99.84%
Internal Service 31	Request for Repair of Service Vehicle (with Stock)	97.21%
Internal Service 32	Posting of Advisories	100%
Internal Service 33	Request for Layout (Simple and Complex)	100%
Internal Service 34	Request for On-Site Public Announcement	100%
Internal Service 35	Request for Travel Order Form	100%
Overall		99.31%

V. Results of the Agency Action Plan Reported for FY 2024

The commitment made by the Agency for the fiscal year 2024 in ensuring that the most current and updated service standards are incorporated to in the BWD’s CC and in the conduct of periodic review of its services resulted to its two (2) revisions – one in May 2024 to adopt the then newly-approved Service Connection Policy in the Reconnection of Permanent Disconnection, to define the two categories of the Relocation of Water Meter, and to comply with the recommendation of the Commission of Audit in the Disbursement process; and another in November 2024 to reflect to



reduction of processing time for the Request for Certificate of Employment and Request for Service Records and the addition of the Request for Authority to Travel.

VI. Continuous Agency Improvement Plan for FY 2025

For the fiscal year 2025, BWD will continue and will even expand its efforts to further enhance the implementation of the provisions of the Ease of Doing Business and Efficient Government Service Delivery Act in the Agency.

It will continue to conduct periodic review of its CC as scheduled in its calendar of activities to provide a formal venue on the validation and assessment of the services in order to effect updates or amendments should the need is identified.

More so, the BWD Committee on Anti-Red Tape will spearhead reorientation on the CC and the provision of the Republic Act No. 11032 at least once a year preferably during the monthly Agency-wide Staff Meeting to educate, reeducate and further educate BWD personnel

The verification of compliance to the committed time for each service shall continue to be an essential segment of the Agency's biennial Management Review to assess the performance of each process owner and to address and prevent any issue or concern that may affect the quality and promptness of service delivery to both internal and external stakeholders.

To ensure that all personnel are committed in the implementation of the Agency's CC, compliance to which is strategically included as one of the Major Final Outputs (MFO) of BWD - coining it as MFO 5 in the Operational Plan for 2025. This inclusion, therefore, ensures diligent monitoring as it is an integral portion of the parameters of the Agency's performance indicators.

Additionally, the processing time committed in the BWD CC was used as reference in defining the Performance Indicators in the employees' Individual Performance Commitment and Review (IPCR) whether in the Quality, Efficiency or Timeliness dimensions or in all or in the combination thereof.

Digitalization on the administration of the CSM particularly for internal services will be initiated by incorporating it in the BWD Employees' Portal to ensure higher response rate and for further accuracy and efficiency in data gathering and tabulation.

ENGR.MA. VICTORIA E. SIGNO

General Manager



Annex A. CSM Survey Questionnaire

Control No: _____



BALIWAG WATER DISTRICT

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: _____

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.

						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 felt the office was fair to everyone, or "without prejudice", 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!