



Republic of the Philippines
Department of Education
 REGION XI
 SCHOOLS DIVISION OF PANABO CITY

Office of the Schools Division Superintendent

DIVISION MEMORANDUM

No. 0171, series 2025

To: Assistant Schools Division Superintendent
 Chief Education Supervisor, CID and SGOD
 Public Schools District Supervisors
 School Heads
 School ICT Coordinators
 All Concerned

Subject: **FULL IMPLEMENTATION OF ENHANCED CLIENT SATISFACTION MEASUREMENT (CSM) IN THE DIVISION OFFICE AND SCHOOLS**

Date: July 29, 2025

In compliance with Regional Memorandum ORD-2025-022, and in line with our commitment to improve service delivery and client engagement, this Division shall implement the Enhanced Client Satisfaction Measurement (CSM) system in both the Division Office and all public schools, effective immediately.

Enhanced CSM aims to gather feedback from clients—learners, parents, stakeholders, and visitors—regarding the quality of services provided. This initiative will utilize both online and printed forms to ensure accessibility and inclusivity.

The Enhanced Client Satisfaction Measurement (CSM) shall be implemented through both online and printed forms. The **online CSM form** will be accessible via the Division website, AISHA Kiosk, and school-specific QR codes and links. These QR codes and links must be posted in visible areas such as entrance gates, offices, and bulletin boards to ensure easy access for clients. Meanwhile, the **printed CSM form** will be available at the Division Office front desk and in school offices. Completed printed forms shall be collected weekly for consolidation and encoding. Please refer to the attached CSM print form template for your reference.

The **Division Administrative Section** shall oversee the implementation and monitoring of CSM activities across the Division Office and schools.

School Heads are responsible for ensuring the proper dissemination and collection of CSM forms and for designating a **CSM focal person** in each school.

School ICT Coordinators shall consolidate CSM data from their respective schools and submit the encoded results to the **Division IT Officer** on a quarterly basis.



Address: City Hall Compound, Km 31, JP Laurel,
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The **Division IT Officer** will then consolidate all CSM data from schools and the Division Office and submit a comprehensive quarterly report to the Division leadership and relevant stakeholders.

CSM Focal Persons are tasked with facilitating the implementation, monitoring, and reporting of CSM results, and coordinating with the Division Office for submission and feedback.

All concerned are enjoined to give their full support to this initiative. For inquiries or further clarification, please contact the Division CSM Focal Person or the Division IT Officer at 09568162715.

For strict compliance.


JINKY B. FIRMAN PhD, CESO VI
Schools Division Superintendent

RELEASED

JUL 29 2025

RECORDS SECTION SDO PANABO CITY
BY 

Enclosed.: As stated.
OSDS/ICTU/tod



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DepEd Schools Division of Panabo City

(School name)

HELP US SERVE YOU BETTER!

The Client Satisfaction (CSM) 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.

In accordance with its mandate to protect and promote the right to quality basic education, the Department of Education - Schools Division of Panabo City collects various data, including personal information, using different systems and is committed to ensure the free flow of information as required by the Freedom of Information Act (Executive Order No. 2, s. 2016) while protecting the confidentiality and privacy of this data as mandated by the Data Privacy Act of 2012 (Republic Act No. 10173). To read more visit <https://www.deped.gov.ph/about-deped/data-privacy-notice/>

☐ I fully understand and agree to the aforementioned terms. ☐ I do not agree

Customer Type: ☐ Business ☐ Citizen ☐ Government (Employee or another agency)

Date: _____ Sex: ☐ Male ☐ Female Age: _____ Email: _____

Region of Residence: _____ Service Availed: _____

Current Employment Status: ☐ Employed ☐ Unemployed ☐ Student ☐ Retired

Frequency of services availed ☐ First time ☐ Occasionally ☐ Quarterly ☐ Annually

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

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

- ☐ 1. Helped very much
☐ 2. Somewhat helped
☐ 3. Did not help
☐ 4. N/A

INSTRUCTIONS: For SQD 0-10, please encircle the number that corresponds to your answer:

	 Strongly Disagree	 Disagree	 Neither Agree nor Disagree	 Agree	 Strongly Agree	N/A Not Applicable
SQD1. I spent an acceptable amount of time to complete my transaction (<i>Responsiveness</i>)	1	2	3	4	5	
SQD2. The office accurately informed and followed the transaction's requirements and steps (<i>Reliability</i>)	1	2	3	4	5	
SQD3. My online transaction (including steps and payment) was simple and convenient (<i>Access and Facilities</i>)	1	2	3	4	5	
SQD4. I easily found information about my transaction from the office or its website (<i>Communication</i>)	1	2	3	4	5	
SQD5. I paid an acceptable amount of fees for my transaction (<i>Costs</i>)	1	2	3	4	5	
SQD6. I am confident my online transaction was secure (<i>Integrity</i>)	1	2	3	4	5	
SQD7. The office's online support was available, or (if asked questions) online support was quick to respond (<i>Assurance</i>)	1	2	3	4	5	
SQD8. I got what I needed from the government office (<i>Outcome</i>)	1	2	3	4	5	
SQD9. I completed the transaction within the expected time frame.	1	2	3	4	5	
SQD10. When I encountered any issues, they were resolved to my satisfaction.	1	2	3	4	5	

Suggestions on how we can further improve our services (optional):



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DISTRICTS/GROUPS	CSM LINK FOR CLIENTS	QR CODE
Panabo Central District Schools	https://forms.office.com/r/VswrsDZ26g	
Panabo North District Schools	https://forms.office.com/r/DAQL1nQdR2	
Panabo South District I Schools	https://forms.office.com/r/JQdqjL6tJY	
Panabo South District II Schools	https://forms.office.com/r/PL3LvzcnKC	
Public High Schools I	https://forms.office.com/r/fBP0Q7iSsj	
Public High Schools II	https://forms.office.com/r/8gZVvM0Xz9	