



CARCAR WATER DISTRICT

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Carcar Water District

Customer Satisfaction Survey

CY 2020

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I. Introduction

Carcar Water District's dedication in providing the highest quality of potable water and best value of services has become our commitment principle. A commitment to ensure that what was planned and promised is actually being delivered.

As customer competition, demands and technology change dynamically, it is now a challenge on how to achieve a higher level of performance and being able to deliver the expected service as perceived by the customers. It is the gap that needs to be identified and studied. In order to minimize or eliminate the gap, there is a need to focus on the factors that contribute to this gap. Thus, it is needed to conduct a survey to aid in determining the level of satisfaction of the customers.

Customer satisfaction and service quality are positively correlated. Of late, quality is being redefined as a state in which value entitlement is realized for the customer and provided in every aspect of the business relationship -Mikel Harry (Jan'2000a). True entitlement is realized when the customer gets the highest possible product or service quality at the lowest price on time, and the provider brings forth these products and services in a manner that minimizes the cost and cycle times and maximizes profit-RSChalapati.

A survey on customer satisfaction last year 2019 was conducted to determine the level of customer satisfaction of Carcar Water District on the following aspects: Availability of water supply; Potability and; Customer service. Based on the results of the survey, concessionaires were very satisfied with the services being offered by the district. After the 2019 survey, the management undertook efforts in providing the highest quality of potable water and best value of services that the customers deserve. This year the division will conduct a confirmatory survey to determine any changes on their level of satisfaction with the three (3) aspects previously identified.

This year's survey will also include customers' level of satisfaction on the various frontline services provided by the Water District.

II. Survey Methodology

According to an article entitled Methodology of Measurement of Customer Satisfaction for Business Growth by V. Viswanathan and Dr. K.M. Mohanasundaram, customer expectations are currently identified using various methodologies, including focus groups, surveys, and analysis of complaints.

If customer satisfaction is defined as “meeting or exceeding customer expectations” (Brown and Swartz 1984), then the first step in addressing customer satisfaction is to assess customer expectations. Multiple methodologies exist for obtaining customer input, including focus groups, surveys, and analysis of customer complaints.

Due to COVID-19 preventive measures, the survey will be conducted through telephone interviews. The Water District will still be using a customized questionnaire. Also, a systematic sampling technique will be used. Systematic sampling technique is a type of probability sampling method in which sample members from a larger population are selected according to a random starting point and a fixed, periodic interval. This interval, called the sampling interval, is calculated by dividing the population by the desired sample size.

The population will be the total active connections of the district. As of December 2019, the total number of connections is 19,379.

In determining the sample size, the survey will use the Slovin’s formula:

$$n = \frac{N}{1+Ne^2}$$

$$\begin{aligned} \text{Computation:} &= \frac{19,379}{1+48.45} \\ n = \frac{N}{1+Ne^2} &= 391.91 \approx \mathbf{392} \\ = \frac{19,379}{1+(19,379 \times .05^2)} \end{aligned}$$

where:

N -equals to the total number of population

n- sample size

e- margin of error

The office will need 392 respondents for this survey for a population of 19,379 active concessionaires. Given the margin of error of 5% (tolerance for error), there is a 95% certainty and accuracy of the result.

III. Survey Results and Analysis

This chapter presents, analyzes and interprets the data gathered during the survey. Below are the following statistical tools used for the analysis of data.

- A. Percentage is the tool that will be used to describe the demographic profile of the respondents. Below is the formula to be used.

$$P = F/N \times 100$$

Where, P = is the Percentage (%)

F = is the Frequency

N= is the total number of respondents

- B. The responses for each question were scaled using a “five point scale” or “Likert scale system” and given weight using the interpretation below.

Legend Guide:

Range	Interpretation
4.20-5.00	Very Satisfied (VS)
3.40-4.19	Somewhat Satisfied (SS)
2.60-3.39	Undecided (U)
1.80-2.59	Somewhat Dissatisfied (SD)
1.00-1.79	Very Dissatisfied (VD)

- C. To compute the weighted mean or average of the responses, below is the formula to be used.

$$W = \frac{\sum X}{N}$$

Where, W = is the weighted mean

\sum = Summation

X = weighted variable

N= total number of respondents

SURVEY OVERVIEW

Respondents were profiled according to their relationship with the Account Owner, Gender, Age and the Type of Home Ownership. They were asked how satisfied they were when it comes to the quality and adequacy of water supply as well as the overall services provided by Carcar Water District. After which, they were given the opportunity to provide suggestions and recommendations for services which they believe needs improvement.

DEMOGRAPHIC PROFILE

Table 1: Relationship Distribution of 392 respondents with the account owner

Profile 1	Relationship	Frequency	Percentage (%)
A	Head of household and also account owner	204	52%
B	Spouse of Head of Household/Account owner	93	24%
C	Head of household but not the account owner	29	7%
D	Others (pls. specify)	66	17%
Total		392	

Table 2: Gender Distribution of 392 Respondents

Profile 2	Gender	Frequency	Percentage (%)
A	Male	108	28%
B	Female	284	72%
Total		392	100%

Table 3: Age Distribution of 392 Respondents

Profile 3	Age	Frequency	Percentage (%)
A	18 - 25 years old	15	4%
B	26 - 40 years old	155	40%
C	41 years old & above	222	57%
Total		392	100%

Table 4: Type of Home Ownership Distribution of 392 Respondents

Profile 4	Type of Home Ownership	Frequency	Percentage (%)
A	Owned	340	87%
B	Rented	8	2%
C	Living with relatives	38	10%
D	None of the Above	6	1%
Total		392	100%

SURVEY RESULTS

The data collated, analyzed and interpreted were categorized based on the pumping and spring sources after the respondents are grouped according to its zone and book (see Table 5). The data on categorization based on sources was gathered from the Operations and Maintenance Division. The table below presents the different spring sources, corresponding zones and the location or address.

Table 5: Name of Sources and Zones Covered

Source	Zone	Location	Source	Zone	Location	
Tapal, Guadalupe	211	Tapal/Bagakay/Danao II	Kabadang	082	Cristorey To Mangkabayo	
	212	Danao I/Cabiawon/Buenavista		Napo	101	Napo/ Kamang2X
	213	Danao II/Valencia Proper			102	Riverside
Tal-ut, Valencia	214	Tal-Ut Valencia	114		Banica	
Langub Can-asujan & Can-asujan	154	Esperanza Homes	Magsipit, Riverside, Can-asujan & San Roque, Liburon	123	Ibabao Perrelos	
	163	Oliveros/Saay/Tindahan		127	Ibabao Perrelos	
	164	Lumbia,Saymon		128	Ibabao Perrelos	
	166	Mohon		129	Theotokos	
Sangi, Guadalupe	081	Guadalupe		135	Camagayan/Tindahan	
	083	Mainit		153	Liburon	
Relis/Venancia	011	Caipilan,Guadalupe		165	Danawan	
Relis, Poblacion 1	013	Caipilan Larry		167	Riverside	
	014	Maximina, Dandan		168	Camella Communities	
Takdog, Poblacion III	184	Bhokyol		169	Lumina	
	185	To-Ong,Mahahay Liburon		181	Magsipit	
	012	Proper Cogon/Camomot		126	Katugasan	
Main: Mainit - Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan	021	Camomot,Sol Carmel		131	Perrelos	
	031	Dr. Rizal St.		132	Camagayan	
	032	Fraternidad St.,H. Del Pilar	133	San Isidro		
	041	Upper Gen. Luna,San Tiago	134	San Isidro/Bas		
	042	Gen. Luna St.	141	Tangasan		
	043	Tulay	142	Valladolid		
	045	Tapon	143	Valladolid/Pajo		
	046	Tapon,Baracca	144	Boloc2X/Valladolid		
	051	Public Market	145	Upper Lamakan		
	052	P. Burgos St.	151	Albur/Kalubihan		
	053	Sta. Catalina	152	Tuyom Proper & Tuyom Mahayahay		
	062	P. Vasquez St.	161	Lumboy		
	071	San Jose St.	162	Kalindoy		
	072	Dam	171	Bas		
	091	Mancao/Albur	172	Bantayan		
	092	Awayan	173	Tawog		
	093	Dapdap	174	Tubod		
	094	Pugon	175	Pungtod		
	103	P. Nellas St.	182	Cambuntan		
	104	Ocaña	183	Cambuntan		
	105	P. Nellas St./Central	191	Tugas		
	106	Bonbon	192	Lagang Highway		
	107	Kamang2X	193	Dungo-An		
	111	Ocaña	194	Bolinawan		
	112	Bacseji	195	Dancing Sun		
	113	Abugon	196	Tapok		
	121	Dungo-An	197	Ilaya		
	122	Nangka-An	198	Bonsai,Bolinawan		
	124	Nangka-An	199	Lagang/Turo Unabia		
	125	Kapatagan	201	Lagang/Ligas Paka		
			202	Lagang/Eddie Killer		

Table 6: Quality of water supply per Source

No	Sources	No. of Respondents	Provide water that is safe to drink.	Provide water that tastes good.	Provide water that is free of color and odor.	Quality (2020)	Interpretation (2020)	Quality (2019)	Interpretation (2019)
1	Relis/Venancia	9	4.44	4.11	4.56	4.37	VS	4.21	VS
2	Relis/Poblacion I	9	4.22	4.33	4.44	4.33	VS	4.60	VS
3	Main: Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan	246	4.39	4.3	4.39	4.36	VS	4.46	VS
4	Napo	10	4.4	4.1	4	4.17	SS	4.24	VS
5	Magsipit, Riverside, Can-asujan & San Roque	47	4.3	4.19	4.36	4.28	VS	4.47	VS
6	Tapal, Guadalupe	19	4.68	4.32	4.32	4.44	VS	4.93	VS
7	Tal-ut, Valencia	5	4.8	4.6	4.6	4.67	VS	4.73	VS
8	Sangi, Guadalupe	14	4.43	4.43	4.5	4.45	VS	4.86	VS
9	Kabadang	10	4.3.0	4.40	4.00	4.23	VS	4.67	VS
10	Langub Can-asujan & Can-asujan	19	4.58	4.47	4.68	4.58	VS	4.78	VS
11	Takdog, Poblacion III	4	4.5	4.25	3.75	4.17	SS	4.39	VS
	Total	392	Overall Mean			4.37		4.58	
			Overall Interpretation				Very Satisfied		Very Satisfied

The above table shows the overall comparative results of the survey for the year 2020 vs. 2019 for the quality of water supply. Based on per sources there is an inconsistent level of satisfaction except for Relis/ Venancia. Takdog Poblacion III and Napo sources got the lowest level of satisfaction of somewhat satisfied with a mean of 4.17 for the year 2020. There may be a decrease in the overall rating from 4.58 to 4.37 but the overall interpretation remained at the Very Satisfied level.

Table 7: Adequacy of Water Supply per Source

No.	Sources	No. of Respondents	Provide sufficient water supply.	Provide sufficient water pressure.	Adequacy (2020)	Interpretation (2020)	Adequacy (2019)	Interpretation (2019)
1	Relis/Venancia	9	4.67	4.89	4.78	VS	4.79	VS
2	Relis/Poblacion I	9	4.33	4.11	4.22	VS	4.73	VS
3	Main: Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan	246	4.22	4.34	4.28	VS	4.46	VS
4	Napo	10	3.8	4.6	4.2	VS	2.53	SD
5	Magsipit, Riverside, Can-asujan & San Roque	47	4.45	4.53	4.49	VS	4.6	VS
6	Tapal, Guadalupe	19	4.11	4.68	4.4	VS	4.76	VS
7	Tal-ut, Valencia	5	4	4.8	4.4	VS	4.67	VS
8	Sangi, Guadalupe	14	4.36	4.71	4.54	VS	4.92	VS
9	Kabadang	10	3.5	4.3	3.9	SS	4.73	VS
10	Langub Can-asujan & Can-asujan	19	4.26	4.32	4.29	VS	4.74	VS
11	Takdog, Poblacion III	4	3.5	4.25	3.88	SS	4.14	SS
	Total	392	Overall Mean		4.31		4.46	
			Overall Interpretation			Very Satisfied		Very Satisfied

Table 7 presents the comparative results of the survey for the year 2020 vs. 2019 for the adequacy of water supply. There is a significant increase in the level of satisfaction from somewhat

dissatisfied to very satisfied interpretation specifically for Napo Source. We may not be able to maintain the rating per sources but the overall interpretation is still very satisfied with a rating of 4.31.

Table 8: Customer service/other services

No.	Sources	No. of Respondents	Provide accurate billing statements	Communicate with customers about scheduled repairs, service interruptions and other information on CWD services	Responds promptly to customer's requests and complaints	Customer Service/ Other Service (2020)	Interpretation (2020)	Customer Service/ Other Service (2019)	Interpretation (2019)
1	Relis/Venancia	9	5	4.44	4.33	4.59	VS	4.79	VS
2	Relis/Poblacion I	9	4.89	4	4.33	4.41	VS	4.46	VS
3	Main: Mainit -Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan	246	4.75	4.1	4.33	4.39	VS	4.61	VS
4	Napo	10	4.9	4.4	4.9	4.73	VS	3.12	Undecided
5	Magsipit, Riverside, Can-asujan & San Roque	47	4.68	4.17	4.53	4.46	VS	4.72	VS
6	Tapal, Guadalupe	19	4.68	3.89	4.32	4.3	VS	4.76	VS
7	Tal-ut, Valencia	5	5	4.6	4.8	4.8	VS	4.87	VS
8	Sangi, Guadalupe	14	4.93	4.29	4.64	4.62	VS	4.96	VS
9	Kabadang	10	4.6	3.4	4.2	4.07	SS	4.9	VS
10	Langub Can-asujan & Can-asujan	19	4.63	4.21	4.32	4.39	VS	4.4	VS
11	Takdog, Poblacion III	4	4.5	4.75	4.5	4.58	VS	4.42	VS
Total		392	392	Overall Mean		4.49		4.55	
				Overall Interpretation		Very Satisfied		Very Satisfied	

The data presented above shows the comparative results of the survey for the year 2020 vs. 2019 for the customer service or other services offered. Among the eleven sources, only Napo has significantly increased in the level of satisfaction and rating; from undecided with a rating of 3.12 for the year 2019 to very satisfied with a rating of 4.73. There may be decrease in the rating for the majority of the sources however the overall satisfaction remains very satisfied.

The next table shows the results of the survey in accordance with the IATF Memorandum Circular No. 2020-1. It is stated in the said memorandum that the survey must capture the total citizen/client experience, expectations, and satisfaction in the delivered public service with the following service quality dimensions: Responsiveness, Reliability, Access and Facilities, Communication, Cost, Integrity Assurance and Outcome. Hence, some of the questions formulated were based on these dimensions. For this survey, three frontline services were covered which includes Billing, Bills Payment and Customer Service.

Table 9. Frontline Services Survey Results

Service Quality Dimension	Customer Service	Billing	Bills Payment	Overall Service	Interpretation
1. Responsiveness	4.36	-		4.36	VS
2. Reliability	4.71	-	4.68	4.70	VS
3. Access and Facilities	4.71	-	4.75	4.73	VS
4. Communication	4.09	4.63		4.36	VS
5. Cost		4.58		4.58	VS
6. Integrity	4.74	4.73		4.74	VS
7. Assurance	4.63	4.63		4.63	VS
8. Outcome	4.37	-		4.37	VS
Total	4.52	4.64	4.72	4.62	Very Satisfied

The table above shows the summary of the results of the survey for the three identified services provided by the Water District in line with the Service Quality Dimensions. Not all services have questions in every given dimensions since some of which are not applicable and may appear redundant should questions were formulated. Among the eight dimensions, we got the lowest rating of 4.36 for Communication and Responsiveness. The highest rating we got for all the dimensions is 4.74 which is under Integrity. This implies that concessionaires felt secured and safe for all the transactions we offer them. Amongst the three identified frontline services, Bills Payment got the highest rating of 4.72. The overall rating is 4.62 which is very satisfied.

On the last part of the survey, respondents were asked to give out their recommendations and suggestions or ways to improve the services of Carcar Water District. These comments were categorized based on the following factors; Quality, Adequacy and Customer Service / Other Services. Table 10 below shows that out of 392 respondents, 31% gave a positive comment and expressed their satisfaction with the services being offered while 21% gave no comment at all. The remaining 48% were divided amongst the three factors; 2%, 16% and 30% accordingly.

Table 10: Distribution summary for comments and suggestions

Factors	Frequency	Percentage
Adequacy	62	16%
Quality	7	2%
Customer Service	117	30%
No comment	83	21%
Positive Responses(Okay ang service)	123	31%
Total	392	100%

Tables below will show the breakdown of comments according to the three factors.

Table 11: Comments relating to Quality

Comment	Frequency	Source
Usahay mo lubog ang tubig	1	Napo
	1	Kabadang
	3	Mainit -Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
	1	Tapal, Guadalupe
Usahay masobrahan ug chlorine.	1	Magsipit, Riverside, Can-asujan & San Roque, Liburon

Table 12: Comments relating to Adequacy

Comment	Frequency	Source
Hinay ang agas sa tubig ug hinaot na dili magpalong palong ang supply	1	Napo
	6	Magsipit, Riverside, Can-asujan & San Roque, Liburon
	3	Kabadang
	5	Langub Can-asujan & Can-asujan
	37	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
	1	Relis, Poblacion 3
	1	Relis/Venancia
	2	Sangi, Guadalupe
	1	Takdog, Poblacion III
	1	Tal-ut, Valencia
	1	Tapal, Guadalupe
Dugay mabalik ang agas ug mapalong	2	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
Pakusgan ang pressure sa tubig.	1	Takdog, Poblacion III

Table 13: Comments relating to Customer Service

Comment	Frequency	Source
Magpaabiso unta kung naay interruptions sa tubig.	6	Magsipit, Riversid, Can-asujan & San Roque, Liburon
	2	Kabadang
	27	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
	2	Relis, Poblacion 3
	3	Sangi, Guadalupe
	1	Tal-ut, Valencia
	5	Tapal, Guadalupe
Hinaot mahatod ra house to house ang bill statement	1	Magsipit, Riversid, Can-asujan & San Roque, Liburon
	1	Kabadang
	6	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
	1	Relis, Poblacion 1
	2	Relis/Venancia
	1	Takdog, Poblacion III
	1	Tapal, Guadalupe
Ganahan sila na e balhin an metro doul sa ilang balay	2	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
Usahay ang faceshield kay naa sa agtang	1	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
Palihug e improve ang serbisyo.	1	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
	1	Langub Can-asujan & Can-asujan
	1	Tapal, Guadalupe
Dili lang unta minimum ang ibayad bisan walay nag-gamit labi na during Pandemic.	1	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
Ganahan sila na naay online transaction e.g G-Cash	5	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
	1	Langub Can-asujan & Can-asujan
	3	Magsipit, Riversid, Can-asujan & San Roque, Liburon
Pahibaw-on dapat ug magputol sa connection	1	Napo
	3	Magsipit, Riversid, Can-asujan & San Roque, Liburon
	9	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
	1	Relis, Poblacion 3

Dapat muresponde unta dayon on time ug naay hangyo	1	Magsipit, Riversid, Can-asujan & San Roque, Liburon
	1	Langub Can-asujan & Can-asujan
	9	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
Ipa seminar ang mga trabahante	1	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
Provide more space for waiting area inside the office not on the outdoor kay init kaayo sa gawas	2	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
As long as daghan ang tao avoid talking of tellers para madali ang customers mahuman sa pagbayad. Focus the job first.	1	Relis/Venancia
Ganahan sila na pun an ang tellers kay usahay daghan mobayad	2	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
Ibalik unta ang pagtext sa billing statement kay usahay dili madawat ang water bills	2	Langub Can-asujan & Can-asujan
	4	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
Makadisappoint ang serbisyo atong time nga naay sayop sa opisina sa panahon nga nagparewrite.	1	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
Naay tubig or tubo nga maabot sa kuryente nya ganahn sila nga ipa tarong kay makuyawan nga m kuryentehan	1	Sangi, Guadalupe
Provide social media page para if walay supply sa tubig makaupdate ra	1	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
Gamay ra ang days provided sa bill. Hinaot matas-an pa unta.	1	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
Motubag dapat dayon ang Customer Hotline	1	Langub Can-asujan & Can-asujan
Dapat alerto sila mo consumada kay naay instances mo kalit lang kadako ang bayranan.	1	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
E schedule unta kung tingbayad na para dili magtapok ang mga consumidor every barangay.	1	Magsipit, Riversid, Can-asujan & San Roque, Liburon
Concern: Kung naay proper order na nakafollow na dili pwede mag-open sa tindahan nganong naa gihapon bayad sa tubig?	1	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
Naay dghan magpataod oero di pwede kay ang gianan sa tubo kay naay tag iyha nya di paagian	1	Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan
Ganahan sya nga ang teller ipa tarong kay nahibong siya nga dako iyahang bayranan	1	Tapal, Guadalupe
Pwede unta makaAdvance ug bayad even just for 3 months kay layo siya and the caretaker sa balay dili makakuha sa billing statement usahay. Ug pwede lang unta naay number nga matawgan para mahibaw-an ang bayranan.	1	Tapal, Guadalupe

IV. Conclusions and Recommendations

The level of satisfaction of the concessionaires is very high as seen on the results from the analysis presented above. This implies that the concessionaires were pleased with the quality and adequacy of water being distributed by Carcar Water District, thus provides them with a safe, sufficient, clear and odorless potable water. Although there were decreases in the numerical rating on all three aspects namely quality, adequacy and customer service as compared to the 2019 survey results, the interpretation is still “Very Satisfied”. Survey results also implies that improvement plans implemented by the management in Napo was effective as evidence by the increase in the concessionaires’ level of satisfaction especially on the aspect of adequacy from a 2.53 (Somewhat Dissatisfied) in 2019 to a 4.20 (Very Satisfied) in 2020.

In terms of the level of satisfaction on the frontline services provided by the District, it is also apparent that the concessionaires are pleased with how the CWD employees transact with them. The highest rated frontline service is Bills Payment with an overall rating of 4.72 which means that CWD concessionaires are very satisfied with the service provided. However, it is evident on the results that the primary concern of the concessionaires is on communication or the lack thereof especially during water interruptions.

Though the overall result of the 2020 Customer Satisfaction Survey provided a very good result, it is strongly recommended that CWD continue to strive harder for the continuous improvement of its operations and services. Moreover, it is necessary to provide immediate action for the areas of concern arising from this survey which is mainly on communication in order to meet the concessionaires’ needs and expectations and to increase the level of satisfaction so that Carcar Water District will be able to maintain its reputation as one of the outstanding Water District.