



**DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES  
KAGAWARAN NG KAPALIGIRAN AT LIKAS NA YAMAN**



**MEMORANDUM**

**FOR : THE REGIONAL EXECUTIVE DIRECTORS**  
Region I, Region VI, Region VIII, Region IX, and Region XII

**FROM : THE DIRECTOR**  
Knowledge and Information Systems Service; and  
Chair, Client Satisfaction Survey Focal Team

**SUBJECT : 2024 CLIENT SATISFACTION MEASUREMENT SURVEY**  
**(CSMS) AND ENR PROFILE FIELD VALIDATION**

**DATE : 12 9 JUL 2024**

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As part of the data quality assurance of the 2024 DENR Client Satisfaction Measurement Survey (CSMS) and ENR Profile, the DENR-Central Office through the Statistics and Data Resource Management Division (SDRMD) will conduct its regular field validation on selected DENR Regional offices with its selected PENROs and CENROs.

In view of this, the following activities shall be undertaken by the SDRMD team:

1. Site visit/ monitoring of compliance of the offices with the CSMS methodology;
2. Interview with CSMS Key Focal Persons;
3. Interview/Triangulation with DENR clients;
4. Field validation of CSMS results, and accomplishments of regional ENR Profile;
5. Validation of accomplishments for CY 2023 (downloaded funds) and as of July 2024 for CY 2024 under Data Management Funds including downloaded funds;
6. Data gathering for the revision of ISSP 2021-2023 and ISSP 2024-2026, and preparation of ISSP 2027-2029;
7. Assessment and discussion of issues and concerns related to CSMS, Quality Management System (QMS) Audit Findings, and I-RISE findings; and
8. Photo documentation of CSMS activities.

The following are the tentative dates of travel to the different field offices subject to changes as deemed necessary:

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<b>Region</b>	<b>Date</b>	<b>CSS Validation Team</b>	<b>Sites to be visited</b>
<b>Region VIII</b>	<b>August 27 to 31, 2024</b>	<b>Kathleen Ann S. Dimalanta Kristialuz Beatrice N. Camat April Grace R. Toraja</b>	<b>Regional Office PENRO Eastern Samar CENRO Borongan CENRO Dolores PENRO Leyte CENRO Baybay CENRO Ormoc CENRO Palo PENRO Northern Samar CENRO Catarman CENRO Pambujan PENRO Southern Leyte CENRO Maasin CENRO San Juan</b>
<b>Region VI</b>	<b>September 9 to 14, 2024</b>	<b>Rhea Amor Vega Norman B. Calixto Arvin R. Reginio</b>	<b>Regional Office PENRO Iloilo PENRO Capiz PENRO Aklan CENRO Boracay CENRO Culasi PENRO Antique</b>
<b>Region IX</b>	<b>September 23 to 28, 2024</b>	<b>Arvin R. Reginio Daryl D. Ansano April Grace R. Toraja</b>	<b>Regional Office PENRO Zamboanga Del Norte CENRO Manukan CENRO Piñan PENRO Zamboanga Del Sur CENRO Guipos CENRO Ramon Magsaysay PENRO Zamboanga Sibugay CENRO Imelda CENRO Kabasalan CENRO Zamboanga City</b>
<b>Region I</b>	<b>October 7 to 11, 2024</b>	<b>Rhea Amor Vega Aura Venia D. Rayala Daryl D. Ansano</b>	<b>Regional Office PENRO Ilocos Norte CENRO Bangui CENRO Laoag City PENRO Ilocos Sur CENRO Bantay CENRO Tagudin PENRO Pangasinan CENRO Dagupan City CENRO Urdaneta PENRO La Union</b>

Region	Date	CSS Validation Team	Sites to be visited
Region XII	October 21 to 25, 2024	Arvin R. Reginio Aura Venia D. Rayala Kristialuz Beatrice N. Camat	Regional Office PENRO South Cotabato CENRO Midsayap PENRO Sultan Kudarat CENRO Banga PENRO Sarangani CENRO Kiamba CENRO Glan

In connection with this, may we request your assistance and support for this activity, particularly with the:

1. Assignment of technical personnel preferably CSMS focal persons in support of the said activity;
2. Dissemination and coordination of the said activity to the concerned offices;
3. Provision of necessary assistance to facilitate travel and transport support to/from the Regional Office and selected CENROs and PENROs;
4. Ensuring the safety and well-being of the team members and designated focal persons throughout the activity; and
5. Extension of other immediate needs to the team as necessary.

For further information about this activity, you may email the Statistics and Data Resource Management Division (SDRMD) through [sdrmd@denr.gov.ph](mailto:sdrmd@denr.gov.ph).

For your information and compliance.

  
ARLENE A. ROMASANTA *μ*

## **2024 Client Satisfaction Measurement Survey (CSMS) and ENR Profile Field Validation**

### **Rationale**

The DENR Client Satisfaction Measurement Survey is conducted yearly by all DENR offices to assess how clients perceive the various internal and external services of the Department. Ensuring accurate and reliable survey data is crucial for obtaining credible results. Therefore, performing data quality checks is a vital component of any survey operations.

Data quality checks are quality-control measures necessary for survey operations to ensure the integrity of survey data, providing greater confidence for the analysis. Currently, the DENR Client Satisfaction Measurement Survey incorporates three (3) data quality control methods: cross-matching of CSMS forms, back-checking, and field validation/ spot-checking. In cross-matching of CSMS forms, randomly selected accomplished paper forms are being cross-matched with the actual data to verify accuracy and consistency. Back-checking involves interviews with clients to confirm and ensure the consistency of their responses to the survey. In field validation/ spot-checking, the CSMS team visits selected Regional offices including its PENROs and CENROs to conduct validation of the survey process and identify issues arising from the actual conduct of the survey. During the pandemic, the CSMS team temporarily paused its regular field validation for data quality checks to focus on ensuring staff safety. This decision was made due to the face-to-face interactions with various stakeholders required during field validation. With the relaxation of restrictions, field validation, and spot checks can now resume to further enhance data quality assurance of the survey operations.

In the second quarter of 2024, the Planning and Policy Service (PPS) at the DENR Central Office initiated the Integrated Regional Field Assessment and Validation System (I-RISE) for ENR Management. Known as I-RISE, this collaborative field monitoring initiative aims to validate and oversee various activities and indicators of the Department's Regional offices. Although the I-RISE has been implemented in the Regional offices, a drawback of this validation process is its reliance on 2023 data and indicators, which are historical and unalterable. This approach contrasts with the proactive nature of data quality checks, which focus on verifying and monitoring current or real-time data.

Key findings from the I-RISE initiative raise pressing issues regarding data quality. Analysis of the 2023 CSMS data through random cross-checking of 2023 CSMS forms and encoded data revealed various problems such as discrepancies in the encoded data, missing control numbers, mismatched entries, and unencoded survey forms. These observations underscore the need for enhanced data quality validation processes to prevent similar issues in the upcoming 2024 DENR Client Satisfaction Measurement Survey Analysis.

To address these issues, the Statistics and Data Resource Management Division (SDRMD), as the primary office overseeing the implementation of the client satisfaction measurement survey and ENR Profile, will rigorously conduct data quality checks and field validation to the field offices being the main data producers of the survey.

## **Objectives**

The 2024 Client Satisfaction Measurement Survey (CSMS) and ENR Profile Field Validation aim to provide active monitoring of the current data collection. Specifically, the field validation activity intends to:

1. to ensure that 2024 DENR Client Satisfaction Measurement data are consistent, correct, complete, and credible;
2. to address the data quality issues and gaps observed during I-RISE Field Monitoring and Validation for the 2023 CSMS data;
3. to ensure that the procedure for the Client Satisfaction Measurement Survey is being implemented in accordance with the Quality Management System (QMS) standards; and
4. to provide recommendations on the field implementation of the DENR Client Satisfaction Measurement Survey and web publication of Regional ENR Profile

## **Methodology**

The field validation will utilize different data collection techniques ranging from face-to-face surveys with clients, key interviews with CSMS focal persons, and field observations.

## **Selection of Sites for Data Quality Checking**

The selection of sites for the 2024 field validation was based on the recommendations of SDRMD focal persons, taking into account challenges identified during the analysis of the 2023 DENR Client Satisfaction Measurement Survey and the need to collaborate promptly with local field counterparts to resolve these challenges. While not all offices were part of the 2024 field validation, regional offices excluded in this year's validation will be the priority sites for the 2025 field validation.

## **Survey Instrument**

Survey instruments will be used to collect client perception on CSMS form, client readiness on CSMS Digitalization, and assessment of ENR Profile compliance, among others. Specifically, the following survey instruments will be used during the field assessment:

- A. **Client Satisfaction Measurement Survey (CSMS) Field Monitoring - face-to-face survey instrument to be facilitated with DENR Clients to assess their perception of DENR CSS Form and their readiness for the CSMS Digitalization for the upcoming release of a standalone application for collecting client satisfaction and feedback (<https://bit.ly/2024FieldValidationDENRClient>).**
- B. **Client Satisfaction Measurement Survey (CSMS) Field Monitoring (Interview with CSMS Focal Persons) - face-to-face survey instrument to be facilitated with CSMS focal persons to identify common issues encountered in the conduct of the client satisfaction measurement survey in the field office (<https://bit.ly/2024FieldValidationCSMFocal>).**
- C. **Client Satisfaction Measurement Survey (CSMS) Field Monitoring (Observation and Interview with CSMS Key Personnel) - a checklist for SDRMD validators to check the compliance of the offices in the implementation of the standard methodology of CSMS and Client Feedback Form (<https://bit.ly/2024FieldValidationKeyPersonnel>).**

**D. ENR Profile Field Monitoring (interview w/ ENR Profile Focal) - survey to identify the common problems encountered by the ENR Profile focal persons in the field office. (<https://bit.ly/2024FieldValidationENRProfileFocal>).**

#### **Analysis of Results**

Upon completion of the field validation, each team will conduct an exit conference with the CSM focals and Regional officials to offer prompt feedback based on the team's findings. Additionally, a detailed report will be submitted to the Regional office to document the activity.

Suggestions for process improvement will be shared with the relevant offices to ensure proper survey implementation.