



Republic of the Philippines
Department of Education
REGION VIII
SCHOOLS DIVISION OF NORTHERN SAMAR

February 06, 2026

DIVISION MEMORANDUM

No. 063, s. 2026

**STREAMLINING CLIENT SATISFACTION MEASUREMENT (CSM) PROCESSES IN
THE SCHOOLS DIVISION OF NORTHERN SAMAR THROUGH
THE LOCALIZED CSM SURVEY SYSTEM**

To: Office of the Assistant Schools Division Superintendent
Chief Education Supervisors
Education Program Supervisors
All Unit and Section Heads
Public Schools District Supervisors
Elementary and Secondary School Heads
School Administrative Officers
All Others Concerned

1. Pursuant to Republic Act No. 11032, also known as the **“Ease of Doing Business and Efficient Government Service Delivery Act of 2018”**, reinforced by the Anti-Red Tape Authority (ARTA) through Memorandum Circular No. 2022-05, titled **“Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement (CSM)”**, and reaffirmed by the Department of Education through DMOUHROD-2023-0930, titled **“Implementation of the Client Satisfaction Measurement (CSM) Form Prescribed by the Anti-Red Tape Authority”** all government agencies are mandated to establish and maintain a client feedback mechanism throughout each Fiscal Year.
2. The implementation of a client feedback mechanism is intended to foster continuous improvement in public service delivery. Strengthening this mechanism serves as a critical instrument for enhancing the quality, efficiency, and responsiveness of services to effectively address the needs and expectations of the transacting public.
3. In compliance thereto, this Office mandates the localized implementation of Client Satisfaction Measurement (CSM) across all functional units in the Division of Northern Samar.
4. The ICT Unit shall facilitate the implementation of the **online CSM system** (<https://csm.free.nf>), which shall serve as the **primary mode** of survey administration. Manual CSM forms may be utilized when online access is not available. All offices are encouraged to prominently display the online CSM link to improve accessibility for clients. The ICT Unit shall maintain a **secure and centralized system** for collecting, storing, retrieving, and summarizing CSM data to support reporting and analysis. The system shall include an automated feature that generates a **Certificate of Appearance** upon successful completion of the online survey. Online survey data shall be transmitted regularly to the **Division Public Assistance Coordinator (DPAC)**.
5. All other concerned are hereby mandated to observe the following streamlined processes:
 - a. All units providing service/s under the existing DepEd Citizen’s Charter shall prominently display the relevant portion of the Charter in the most visible and

accessible areas of their respective offices. This display must clearly reflect each office's offered services to ensure that the transacting public is fully informed of the specific requirements, step-by-step procedures, designated personnel, maximum allowable transaction time, applicable fees, and the established process for lodging complaints regarding the service/s availed;

b. **All units with declared services in the Citizen's Charter, and which are subject to reporting for the harmonized CSM** are required to maintain a designated suggestion box within their premises to accommodate clients who opt to submit feedback via the physical Client Satisfaction Measurement (CSM) form. They are also required to maintain a logbook to track down the number of services availed throughout the year. This logbook shall record the name of the client, the transaction date, address, and the specific name of the service/s availed as it appears on the Citizen's Charter. These data are necessary for the annual CSM reporting;

c. **All units with no declared services in the Citizen's Charter** are likewise required to maintain a suggestion box within their premises. This ensures that all units regularly receive feedback from clients for the enhancement of service delivery;

d. All unit heads are hereby directed to assign personnel who will be responsible for overseeing the localized implementation of the Client Satisfaction Measurement (CSM) within their respective units. The names of the assigned personnel shall be submitted to this Office, through the DPAC on or before February 11, 2026;

e. The assigned personnel in each unit shall assist clients who have completed transaction/s to accomplish a feedback form whether through physical CSM form or via the digital platform. For **units with declared services in the Citizen's Charter, and which are subject to reporting for the harmonized CSM**, the assigned personnel shall ensure that clients with completed transactions fill out the logbook with their personal information and the specific name of service as it appears on the Citizen's Charter.

Assigned personnel are likewise directed to download the customized CSM form file appropriate for each office/unit from this link <https://bit.ly/NorthernSamar-CSMForms>. The same file shall be kept for purposes of reproduction. Offices/units that do not have services declared in the existing Citizen's Charter shall utilize the CSM form under the file name "**STANDARD CSM SURVEY FORM**";

f. All clients, whether availing of internal or external services, are encouraged to accomplish the Client Satisfaction Measurement (CSM) form after each completed transaction. **Internal services** refer to "government services applied for or requested by citizens or clients who are within the respective government agency or office, such as, but not limited to, its personnel or employees, whether regular or contractual." On the other hand, **external services** are those "government services applied for or requested by external citizens or clients or those who do not form part or belong to the government agency or office providing the service."

A transaction is considered complete when the final step of the service availed of per Citizen's Charter of the respective office is accomplished.

Clients are likewise encouraged to complete all required information in the CSM form, except where certain fields are explicitly marked as optional. If the service availed is not included in the Citizen's Charter and in the CSM form, clients shall be advised to indicate the specific service by writing it in the space provided on the CSM form.

For clients opting to accomplish the online CSM form, the Certificate of Appearance shall be automatically generated upon successful survey submission;

g. Clients who choose to complete the online CSM survey are advised to retain the information displayed on their screen immediately after submission. This information shall serve as official proof for verifying their presence at the office during the time of their transaction.

All personnel designated to oversee the implementation of the localized CSM survey in each unit shall log in to the CSM portal to verify the information provided by the client. They shall likewise generate the corresponding QR code, which the client will use to download their Certificate of Appearance. Access credentials to the CSM portal, along with other login information, are available at the ICT Unit. Designated personnel shall visit ICT Unit to get the necessary instructions on accessing the CSM portal;

Clients who choose to accomplish the physical CSM survey form shall secure their Certificate of Appearance from the Administrative Office upon presentation of their Authority to Travel Certificate;

h. Administrative Officers in schools shall verify the authenticity of the Certificate of Appearance upon the submission of Daily Time Records (DTR). Verification can be done by accessing the QR code appearing on the certificate;

i. The Division Public Assistance Coordinator shall collect completed physical survey forms from all units. These forms shall be consolidated for the preparation of the annual CSM results report, to be submitted at the end of every Fiscal Year.

Collection shall be done during the last working week of each month to ensure that identified service gaps and opportunities for improvement are promptly and regularly communicated to the concerned units;

j. Upon the request of the DPAC, all units providing services listed in the existing Citizen's Charter shall submit the corresponding number of transactions per service. This data is essential for the preparation of the annual CSM report; and

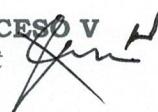
k. The Division Public Assistance Coordinator shall communicate the results of the CSM report to all units to provide them insights of the service gaps and opportunities for improvement, thereby ensuring a culture of continuous improvement in the Division of Northern Samar's delivery of service.

6. The following are the functional units/offices in the Division Office with and without services declared in the existing DepEd Citizen's Charter:

UNITS/OFFICES WITH SERVICES DECLARED IN THE CITIZEN'S CHARTER
Office of the Schools Division Superintendent
Legal Unit
Budget Unit
Cash Unit
Information and Communication Technology Unit
Personnel Unit
Administrative Unit

Payroll Unit
Property and Supply
Records Unit
Curriculum Implementation Division
Planning and Research Section
School Management, Monitoring, and Evaluation Section
UNITS/OFFICES WITHOUT SERVICES DECLARED IN THE CITIZEN'S CHARTER
Office of the Assistant Schools Division Superintendent
Procurement Unit
General Services
Accounting Unit
Social Mobilization and Networking Section
Health Section
Human Resource Development Section

7. The Division Administrative Officer shall be responsible for the supervision of the localized implementation of Client Satisfaction Measurement (CSM) across all units in the Division of Northern Samar.
8. Immediate dissemination of and compliance with this memorandum are desired.


GAUDENCIO C. ALJIBE JR., PhD., CESO V
Schools Division Superintendent 

DepEd Northern Samar
RELEASED
By: _____
Date: 11 FEB 2026