

## **2014 BUSINESS PERMITS AND LICENSING SYSTEM (BPLS) CUSTOMER EXPERIENCE SURVEY RESULT**

### **EXECUTIVE BRIEF**

#### **RATIONALE**

Consistent with Republic Act No. 9485, otherwise known as the Anti-Red Tape Act of 2007 (ARTA), the streamlining project aimed to address the cumbersome process of acquiring business permits and licenses from various Local Government Units (LGUs) across the country. It enjoined major cities and municipalities to follow service standards in processing applications for mayor's permits, specifically new and renewal business permits.

The 2014 Business Permits and Licensing System (BPLS) Customer Experience Survey was conducted by National Competitiveness Council (NCC), in partnership with the Department of Trade and Industry (DTI) Regional and Provincial Offices of and the Department of Interior and Local Government (DILG).

#### **PROJECT OBJECTIVES**

The survey was conducted last January 13 to February 14, 2014 with participating respondents from 141 local government units (LGUs). Similar to the previous BPLS surveys, the objectives of the 2014 Customer Experience Survey is to assess the experience and satisfaction level of businessmen who undergo the process of renewing their Mayor's Permit.

The survey was composed of two (2) parts: the assessment of the renewal process in terms of BPLS Standards and the Customer Satisfaction Index (CSI). The Joint Memorandum Circular (JMC) No. 1 series of 2010 formally sets the BPLS Standards as follows:

- All cities and municipalities shall ensure that applicants undertake a maximum of five (5) steps for business renewals;
- Processing of business renewals shall not take more than five (5) days for the release of permit;
- All cities and municipalities shall use a single unified form in processing business renewals;
- The prescribed number of signatories in processing business renewals is five (5).

#### **PROJECT OUTPUT**

Majority of the respondents answered the survey through paper at the rate of 98.04% as to online survey with 1.06%. From the total number of 1,890 respondents, Region II garnered a total of 931 respondents from 66 LGUs. It is also reported that 96% of the respondents were not approach by a facilitator or fixer during the renewal of their business permits

As steps moving forward, the recommendation of the survey report are as follows:

- Intensify information dissemination and BPLS training to other LGUs that have not been covered by the Nationwide BPLS Streamlining Program.
- Regular monitoring to ensure that the implementation realizes the goals and objectives to ensure better services delivery to the business sector.



# SURVEY RESULTS

The renewal process was measured in terms of the following:



## PROCESSING TIME

- 93% within the standard of 5 days.
- 7% of the respondents reported that it took them more than 5 days.



## NUMBER OF FORMS

- 70% used 1 form in renewing their Mayor's Permit.
- 12% used 2 forms
- 18% used 3 or more forms in renewal process.



## NUMBER OF STEPS

- 79% of survey respondents reported that they were able to renew their Mayor's Permit in 5 steps or less
- 21% went through 6 or more steps



## NUMBER OF SIGNATORIES

- 94% said there were 5 or less signatures affixed to the permit.
- 6% shared that there were 6 or more signatures affixed in their Mayor's Permit.

## CUSTOMER SATISFACTION INDEX

In ranking the LGUs based on the results of Customer Satisfaction Index, The City of Bogo in Cebu (Region VII) had the highest satisfaction score with a score of 9.73 while the municipality of Pamplona in Cagayan (Region II) with a perfect score of 10.

