

# 2015 Business Permits and Licensing System Customer Experience Survey



# BPLS Standards: Renewal of Business Permits



## Processing Time

Not more than 5  
days



## Number of Steps

1. Submit
2. File
3. Assess
4. Pay
5. Claim



## Number of Form

One Unified Form



## Number of Signatory

2 signatories: Mayor  
and BPLO/City  
Treasurer

# BACKGROUND

- In 2011, The National Competitiveness Council (NCC), in partnership with Department of Trade and Industry (DTI) Regional and Provincial Offices launched the conduct of survey.
- The survey was annually conducted to cover the renewal period of business permits in January to February.
- For 2015, a total of **191 LGUs or 3,515 respondents** participated in the survey. With Region III garnered a total of 1108 respondents from 16 LGUs

# SURVEY OBJECTIVES

- To assess the experience of the businessmen who renewed their Mayor's Permit in the renewal period of January to February 2015
- To determine the satisfaction level of businessmen based on the CSI framework with the process of renewing their Mayor's Permit in their respective local government units (LGUs)
- To encourage/facilitate private sector participation in the conduct of the survey through institutional support and active engagement in BPLS activities

# SURVEY METHODOLOGY

The survey was composed of two (2) parts:

1. Business Profile of Renewals;
2. Assessment of the renewal process in terms of BPLS Standards (Based on JMC no.1 s. 2010);
3. Customer Satisfaction Index (CSI) Framework

The framework of the BPLS CES is based on the American Customer Satisfaction Index (ACSI), a customer-based measurement system for evaluating and enhancing a performance. A set of indicators such as customer's expectations, perceived quality, perceived value for money, and overall satisfaction comprise the BPLS CSS index or score.

# CUSTOMER SATISFACTION INDICATORS

- 1.Expectations of the overall quality of the renewal process
- 2.Services of the LGUs considering all expectations
- 3.Speed of the renewal process
- 4.Number of steps involved
- 5.Number of signatures affixed to the business permit
- 6.Number of forms issued by the LGU to facilitate the renewal process
- 7.Delivery of the services of the BPLO frontliners
- 8.Cost of fees paid to renew business permit
- 9.Overall quality of the renewal process **this** year
- 10.Overall quality of the renewal process **last** year

# DISTRIBUTION OF RESPONDENTS BY REGION

REGIONS	Local Government Units (LGUs)		RENEWAL	
	Target	Actual	Target Respondents	Actual Respondents
*NCR	17	17	170	296
CAR	8	7	80	87
I	12	11	120	121
II	9	8	90	86
III	13	16	130	1108
IV-A	14	14	140	203
IV-B	7	27	70	284
V	11	13	110	307
VI	13	8	130	126
VII	13	13	130	155
VIII	14	14	140	157
IX	7	7	70	73
X	9	6	90	100
XI	5	5	50	60
XII	5	5	50	59
CARAGA	7	20	70	292
<b>TOTAL</b>	<b>164</b>	<b>191</b>	<b>1640</b>	<b>3515</b>

# MODE OF SURVEY



## MANUAL

1905 out of  
3515 or 54%



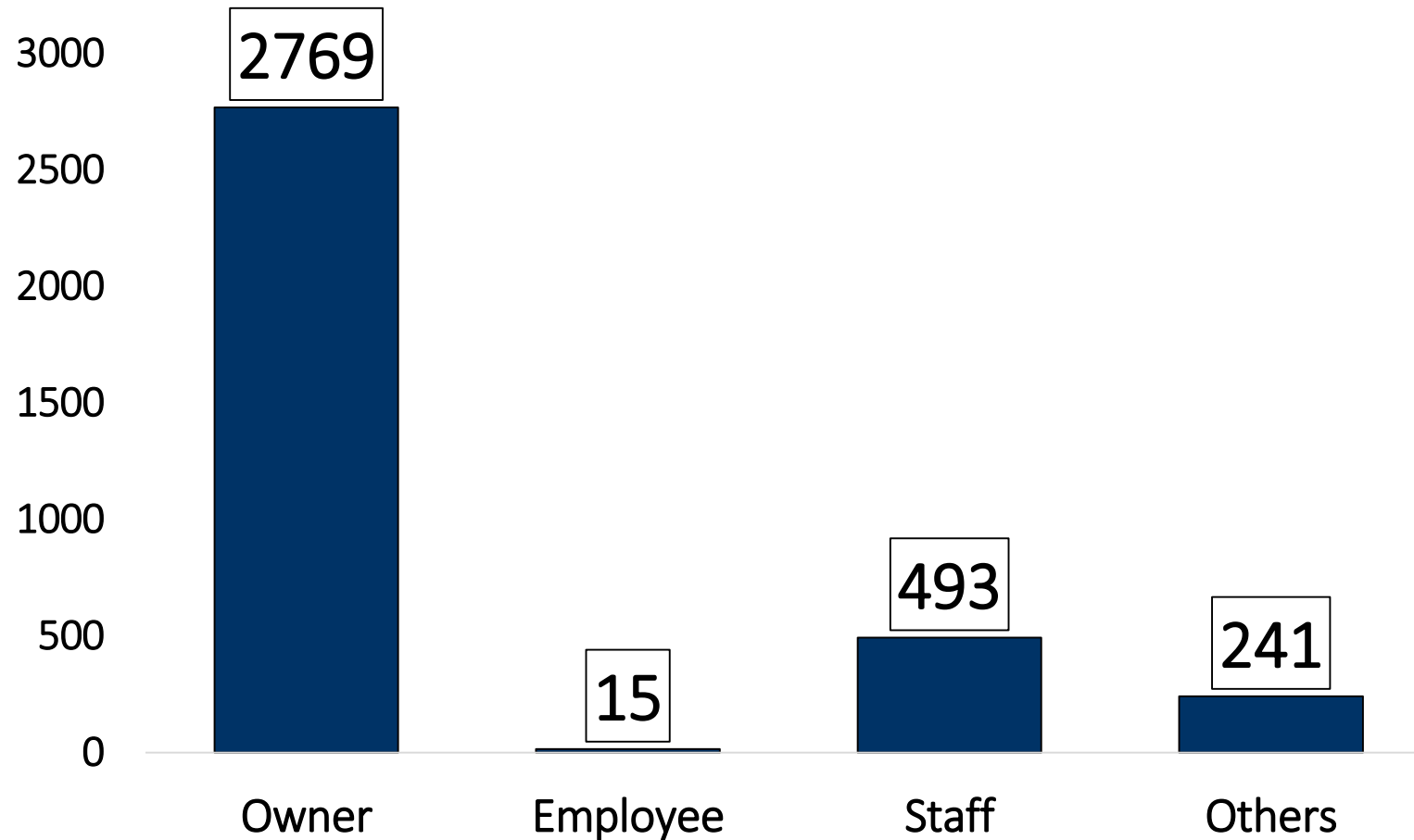
## ONLINE

1623 out of  
3515 or 46%



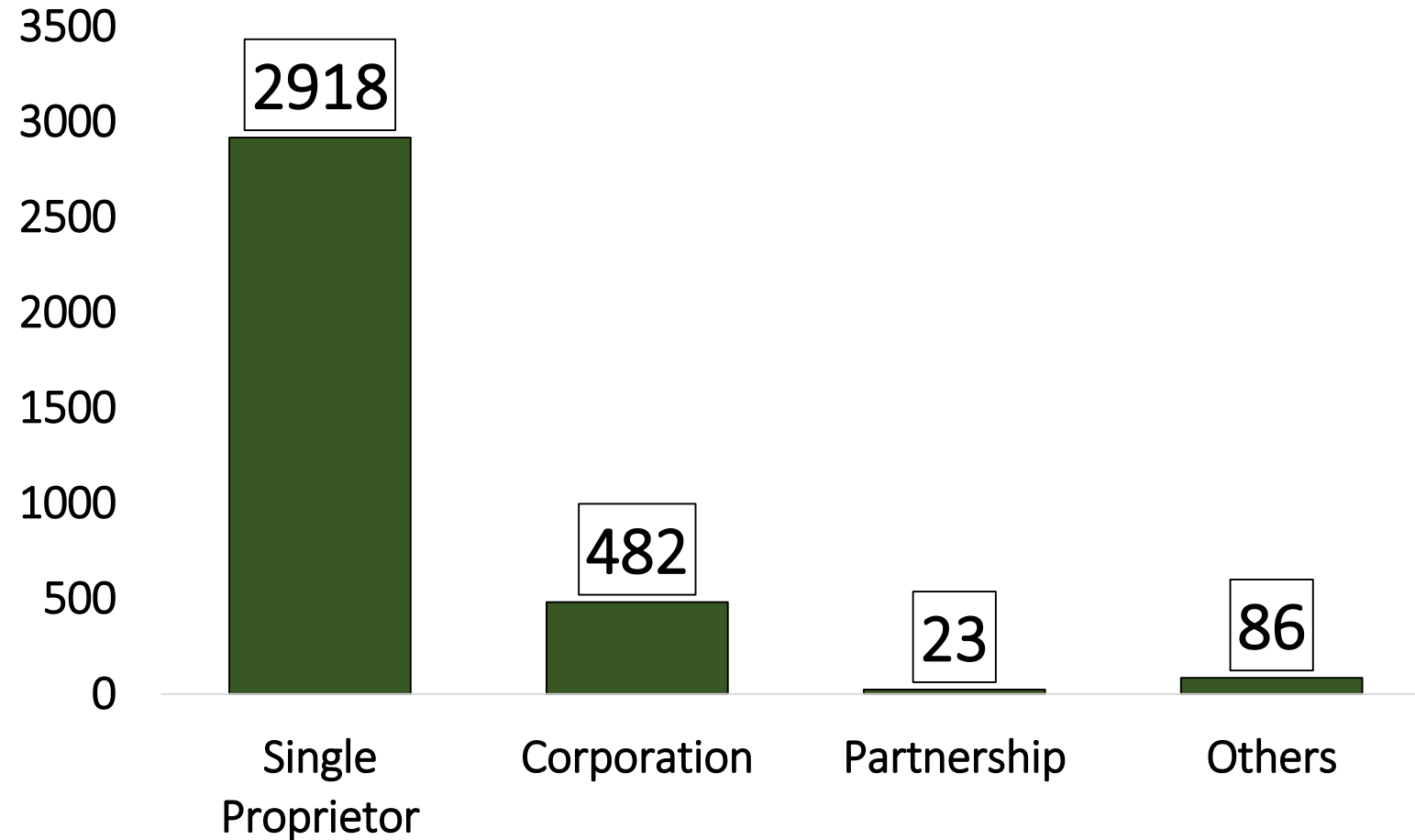
# RESPONDENT'S PROFILE

BPLS  
Customer  
Experience  
Survey



2,769 out of  
3,508 or 79%  
are business  
owners

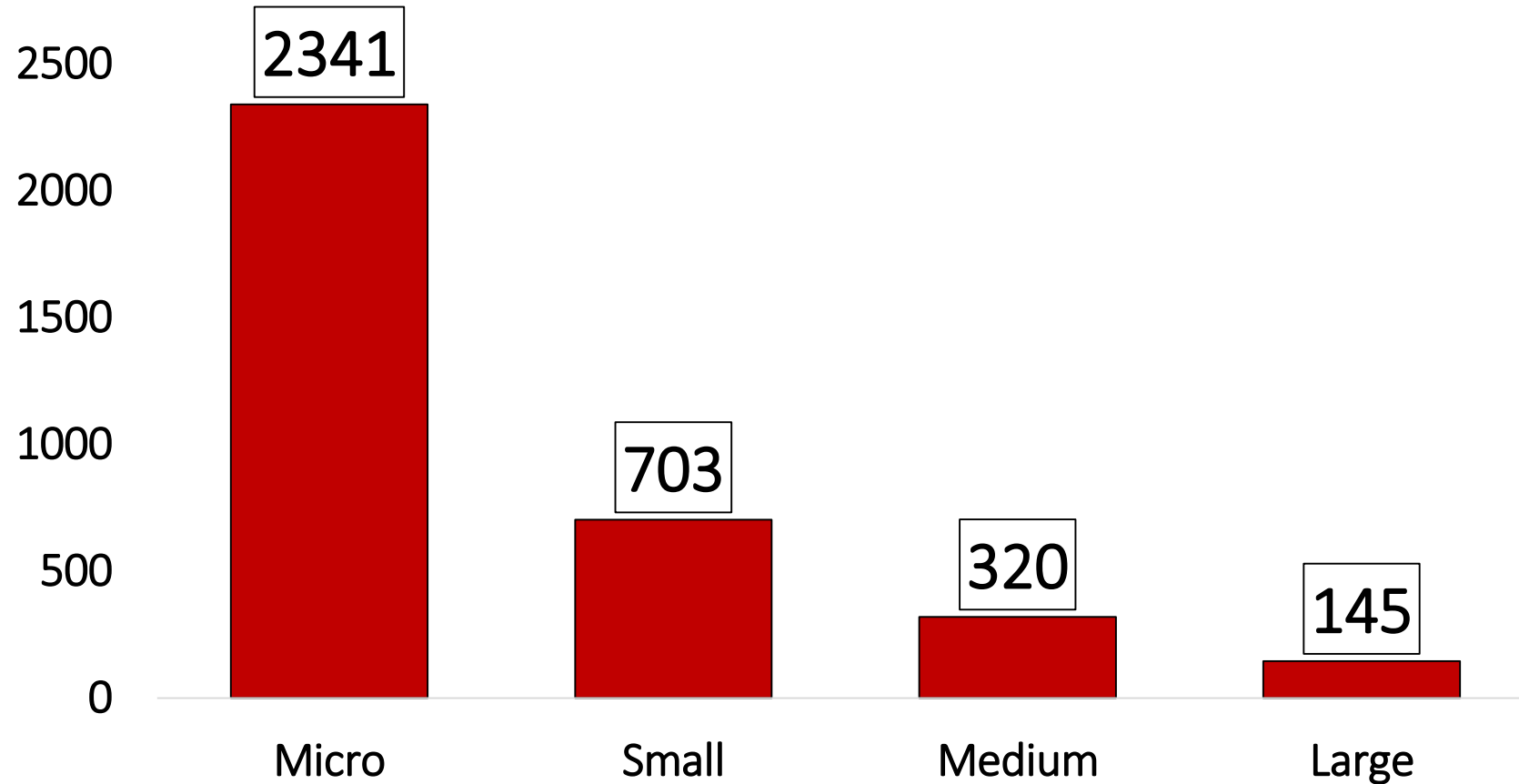
# BUSINESS REGISTRATION



2,918 out of  
3,509 or  
83.15% are  
'Single-  
Proprietorship'

# BUSINESS CLASSIFICATION

BPLS  
Customer  
Experience  
Survey



3,364 out of  
3,509 or  
95.87% are  
MSMEs

# NATIONWIDE SURVEY RESULTS



# OVERALL COMPLIANCE RATE : (Renewal)

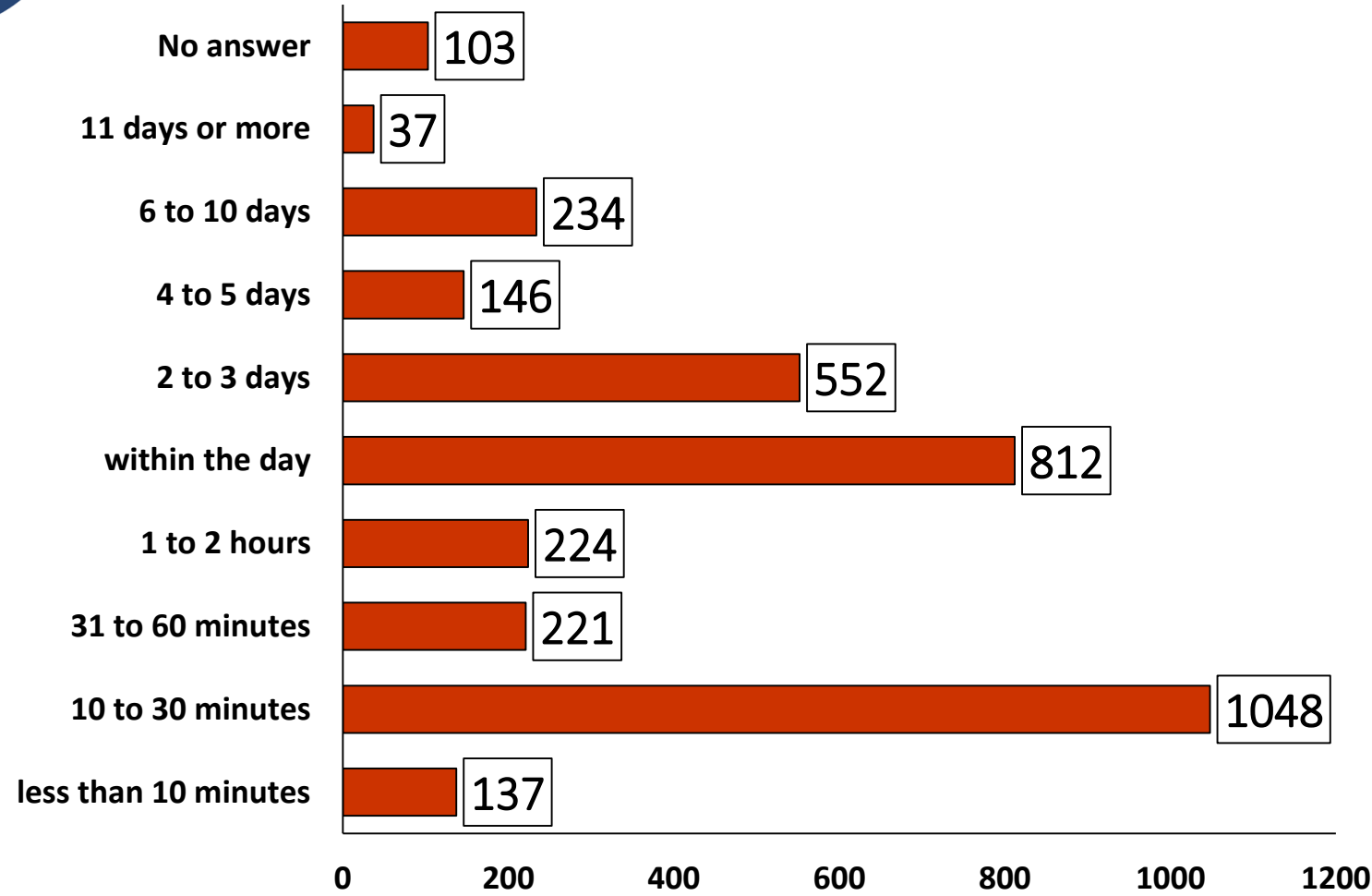
BPLS  
Customer  
Experience  
Survey

	January-February 2014	January-February 2015	Change
 <10 minutes to 5 days 6 days or more	93% 7%	89% 11%	-4% 4%
 <1 step to 5 steps 6 steps or more	78% 22%	77% 22.36%	-1% 0.36%
 1 form 2 or more forms	70% 30%	73% 27%	3% -3%
 1 to 2 signatories 3 or more signatories	83% 17%	86% 14%	3% -2.%



# PROCESSING TIME (RENEWAL)

BPLS  
Customer  
Experience  
Survey



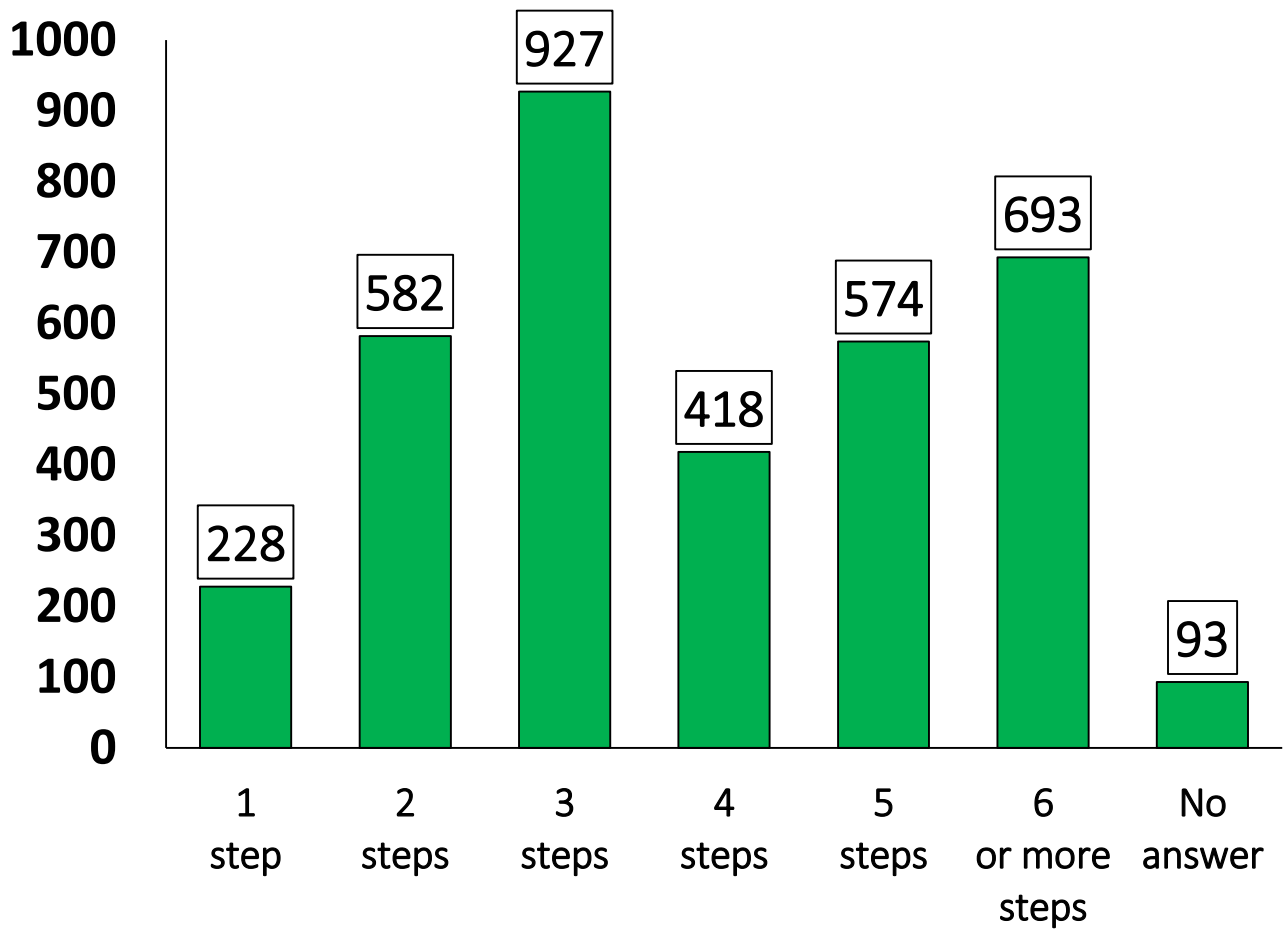
Compliance Rate:  
3,140 out of 3,515 or 89%  
[<10 minutes to 5 days]

Best Practice:  
2,442 out of 3,515 or 70%  
[<10 minutes to 5 days]



# NUMBER OF STEPS

BPLS  
Customer  
Experience  
Survey



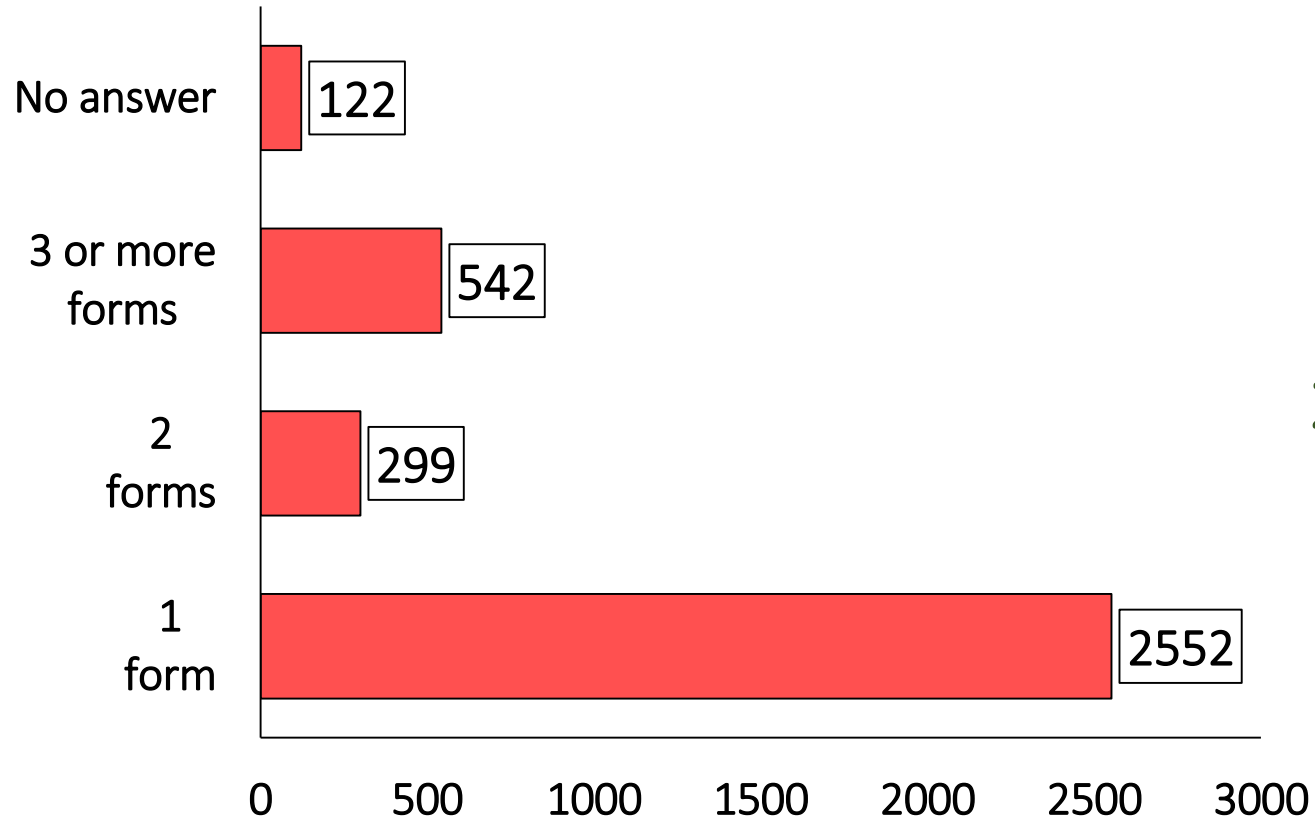
Compliance Rate:  
2,729 out of 3,515 or 78%  
[<1 step to 5 steps]

Best Practice:  
1,737 out of 3,515 or 49%  
[<3 steps]



# NUMBER OF FORMS

BPLS  
Customer  
Experience  
Survey



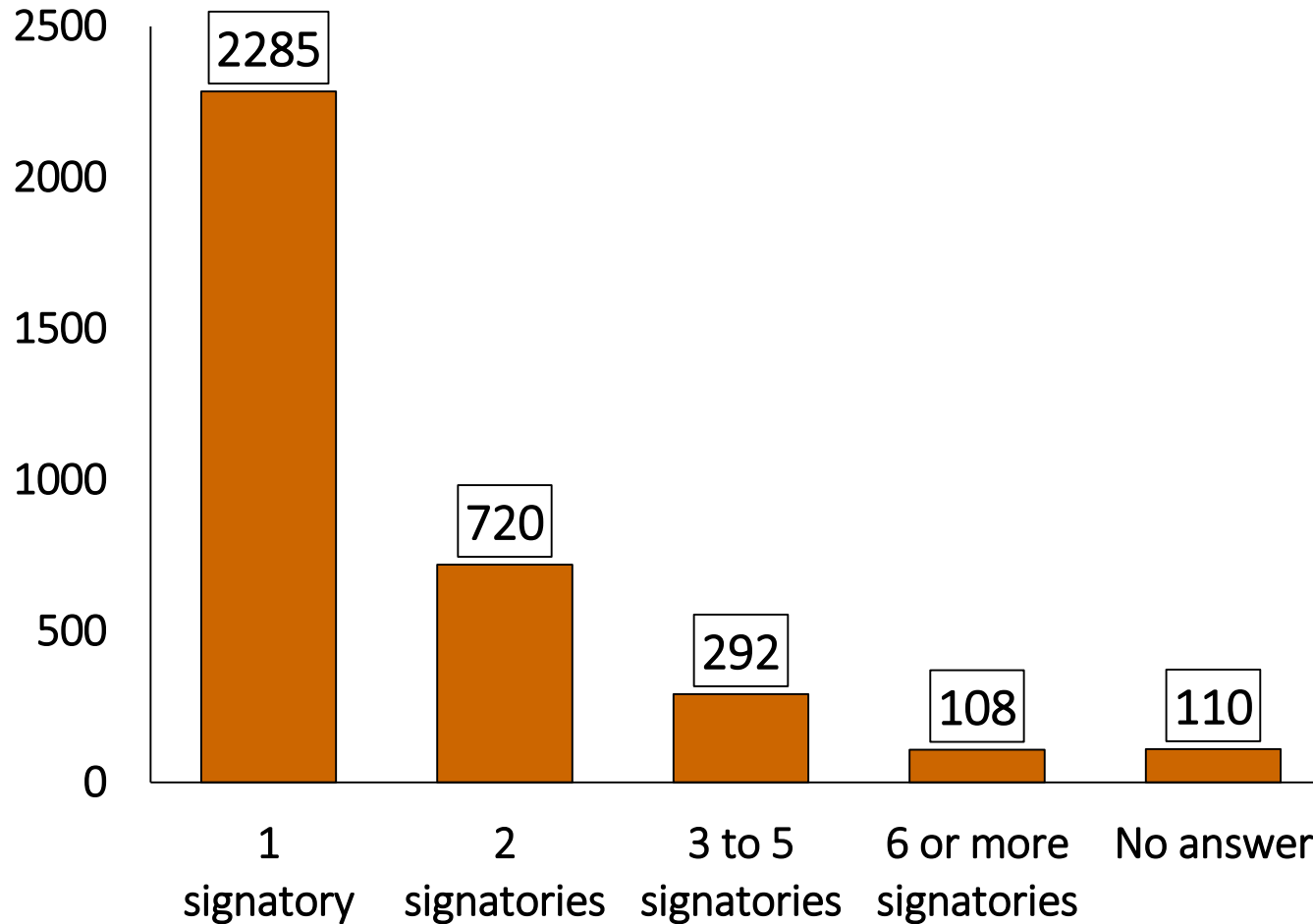
Compliance Rate:  
2,552 out of 3,515 or 73%  
[used 1 form]





# NUMBER OF SIGNATORIES

BPLS  
Customer  
Experience  
Survey



3,005 out of 3,515  
or 85.49%  
indicated 1 to 2  
signatories present  
in their business  
permit

# FACILITATION FEES

Were you  
approached by a  
fixer or facilitator?



NO

3474 out of 3515

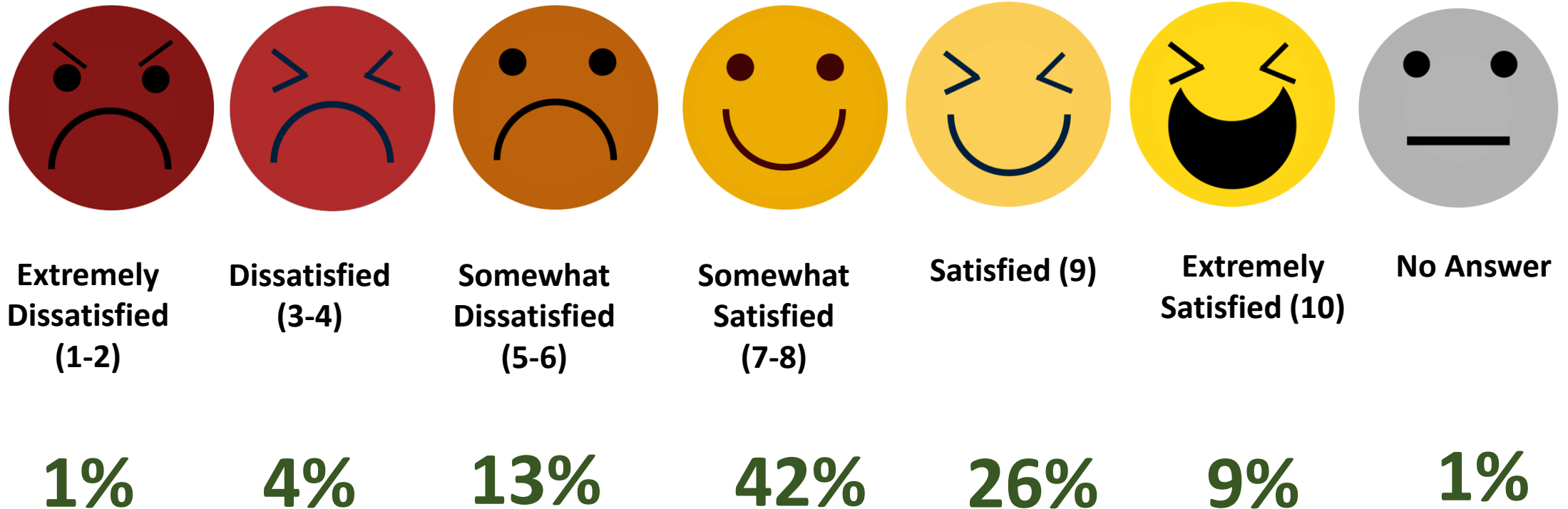
98.83%

YES

41 out of 3515

1.16%

# OVERALL CUSTOMER SATISFACTION FEEDBACK



A total of 2,065 or 42% for both new and renewal survey respondents indicated a score of 7-8 or 'somewhat satisfied' in the overall performance of their respective LGUs in business permitting process.

# REGIONAL SURVEY RESULTS



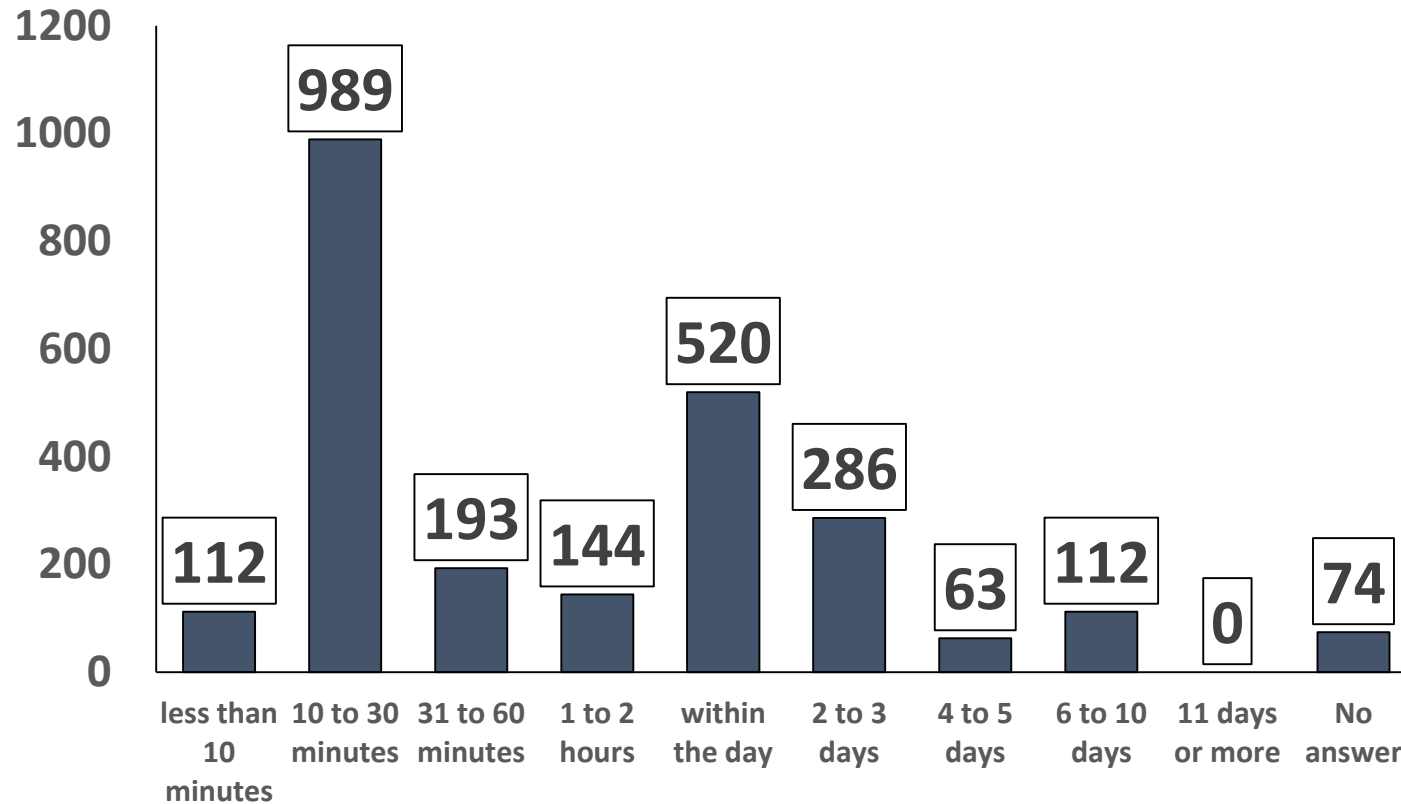
# LUZON SURVEY RESULTS





# PROCESSING TIME (RENEWAL)

BPLS  
Customer  
Experience  
Survey



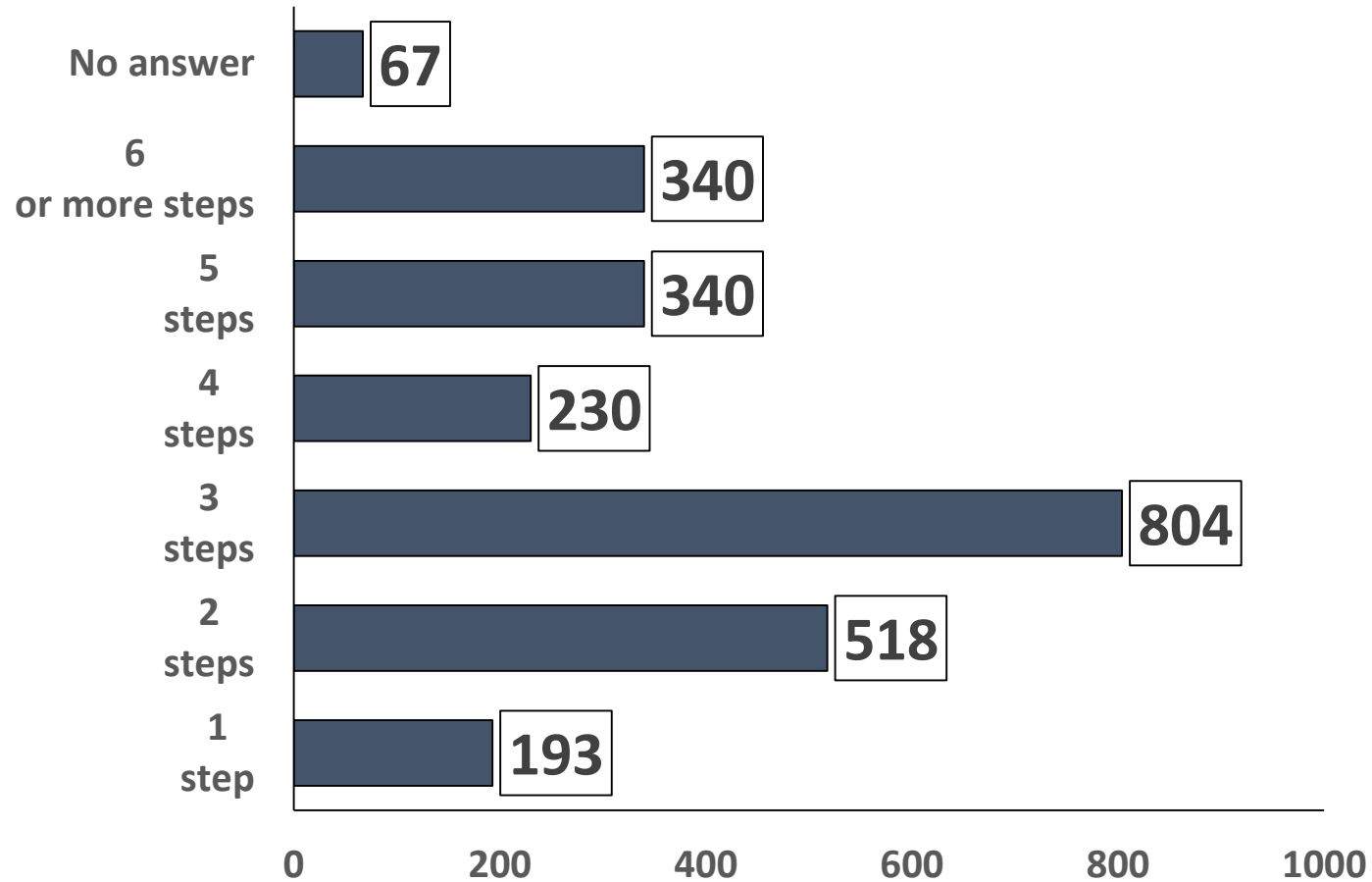
Compliance Rate:  
2,307 out of 2,493 or 93%  
[<10 mins. to 5 days]

Best Practice:  
1,958 out of 2,493 or 79%  
[within the day]



# NUMBER OF STEPS

BPLS  
Customer  
Experience  
Survey



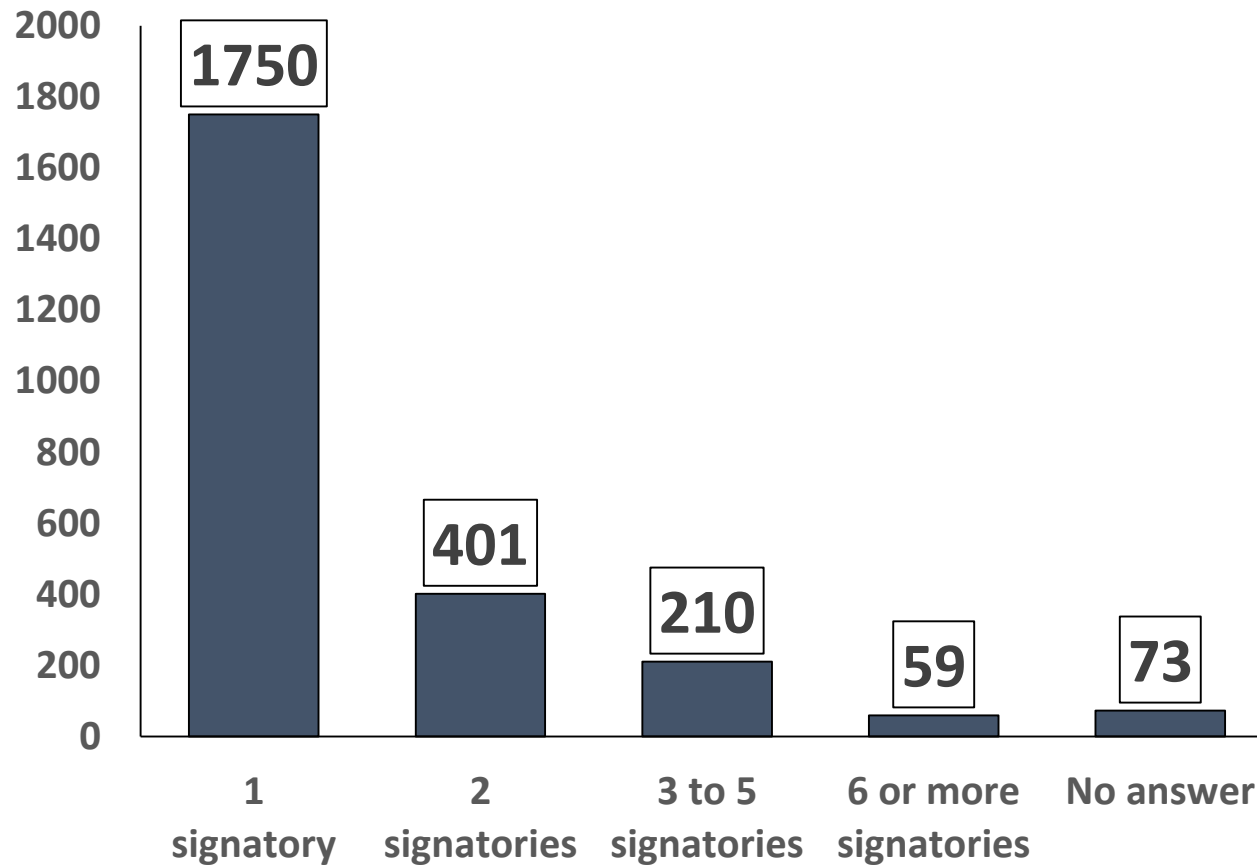
Compliance Rate:  
2,085 out of 2,492 or 84%  
[<1 step to 5 steps]

Best Practice:  
1,515 out of 2,492 or 61%  
[<3 steps]



# NUMBER OF SIGNATORIES

BPLS  
Customer  
Experience  
Survey



Compliance Rate:  
1,750 out of 2,493 or 70%  
[1 signatory]

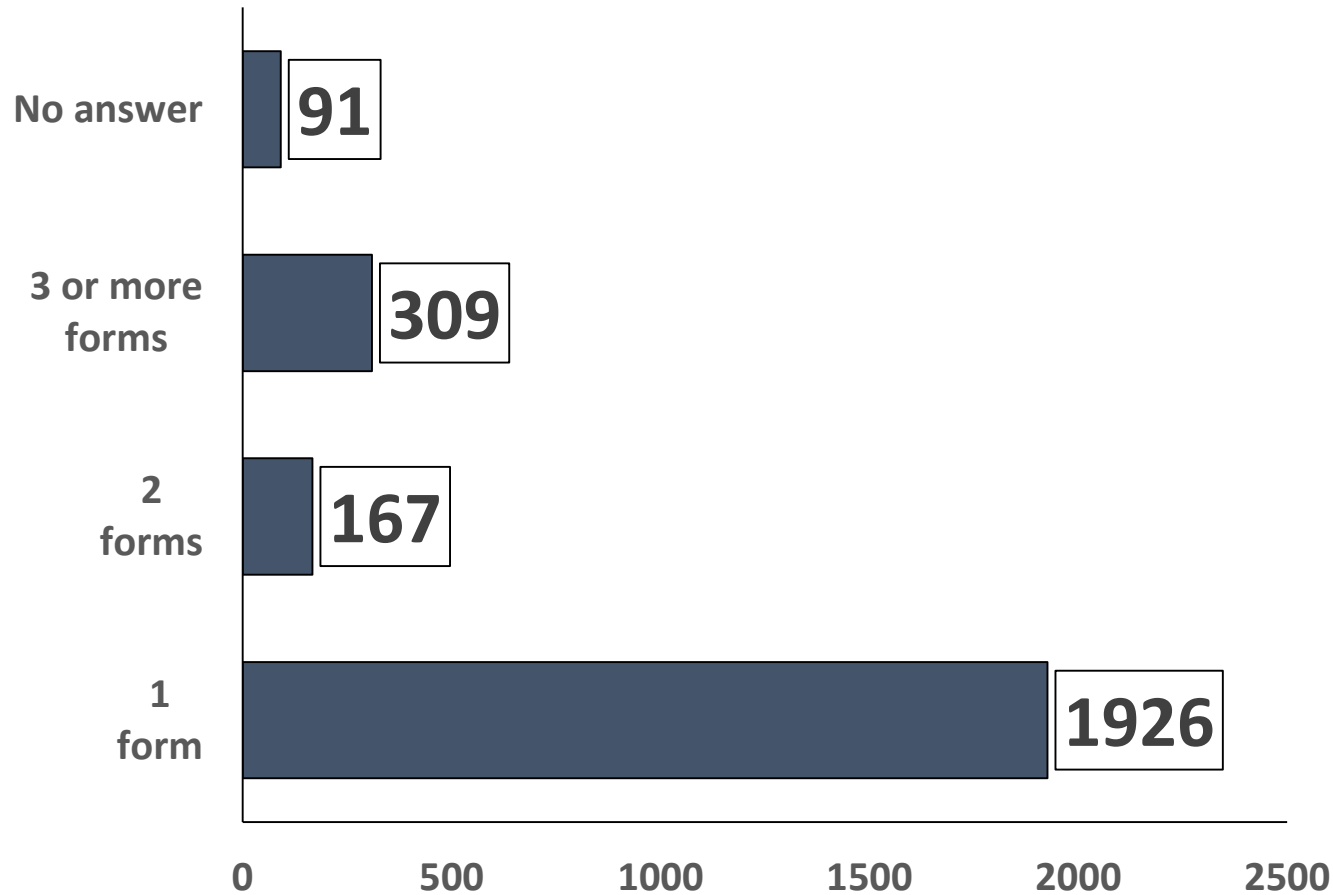
Non-compliance Rate:  
670 out of 2,493 or 27%  
[2 or more signatories]





# NUMBER OF FORMS

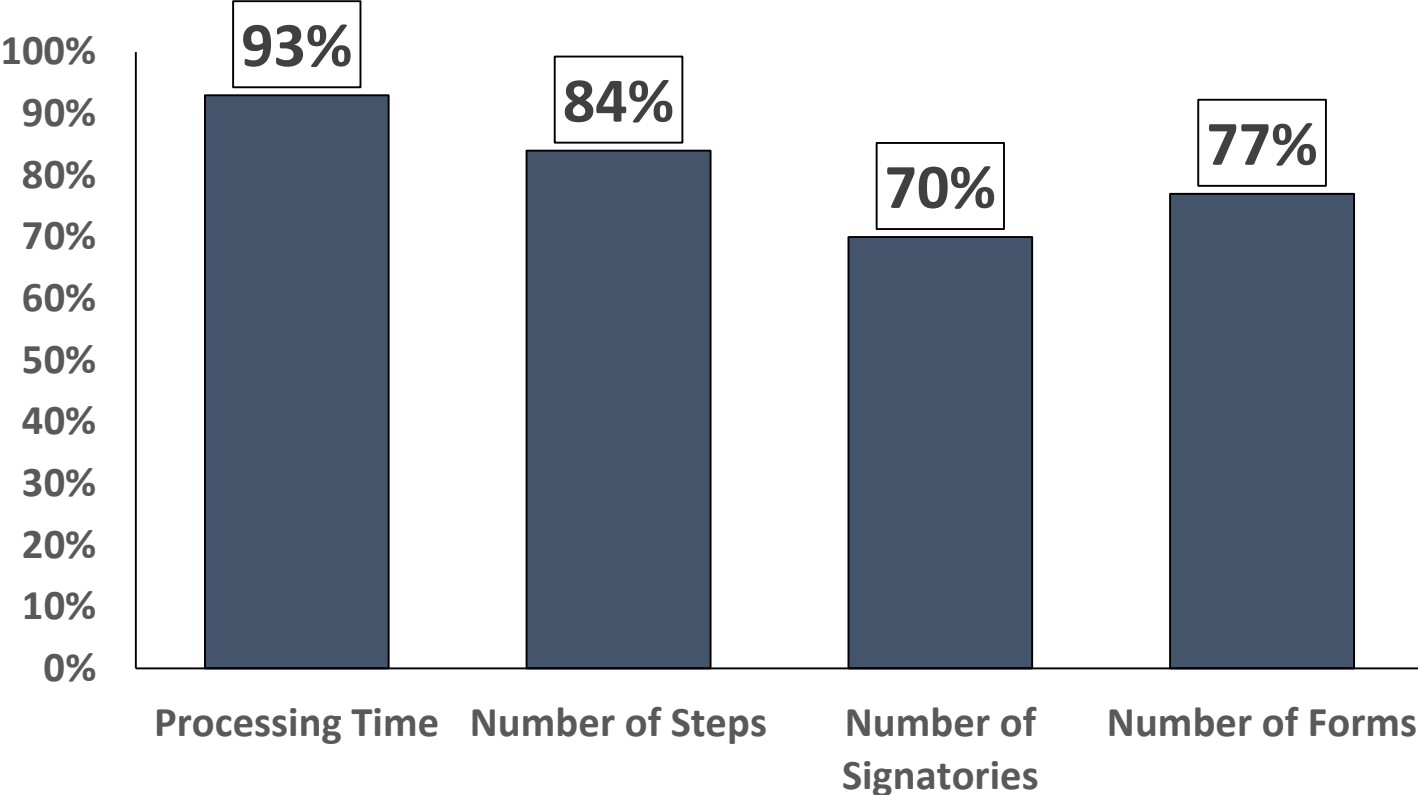
BPLS  
Customer  
Experience  
Survey



Compliance Rate:  
1,926 out of 2,493 or 77%  
[1 unified form]

Non-compliance Rate:  
476 out of 2,493 or 19%  
[2 or more forms]

# Compliance Rate : BPLS Standards (Luzon Regions)



Compliance rate in implementing BPLS Standards in Luzon Regions are reported to be 'compliant'.

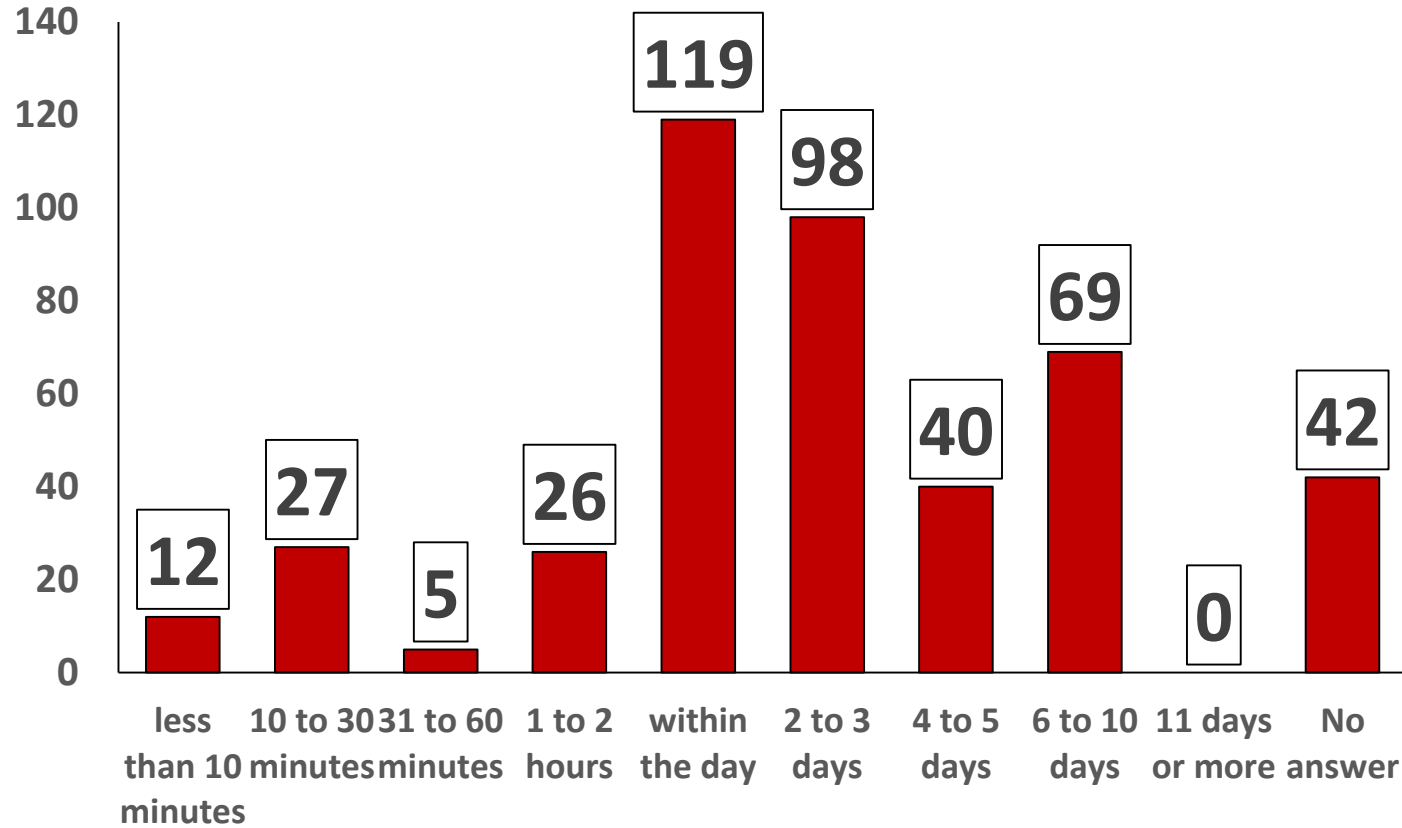
# VISAYAS SURVEY RESULTS





# PROCESSING TIME (RENEWAL)

BPLS  
Customer  
Experience  
Survey



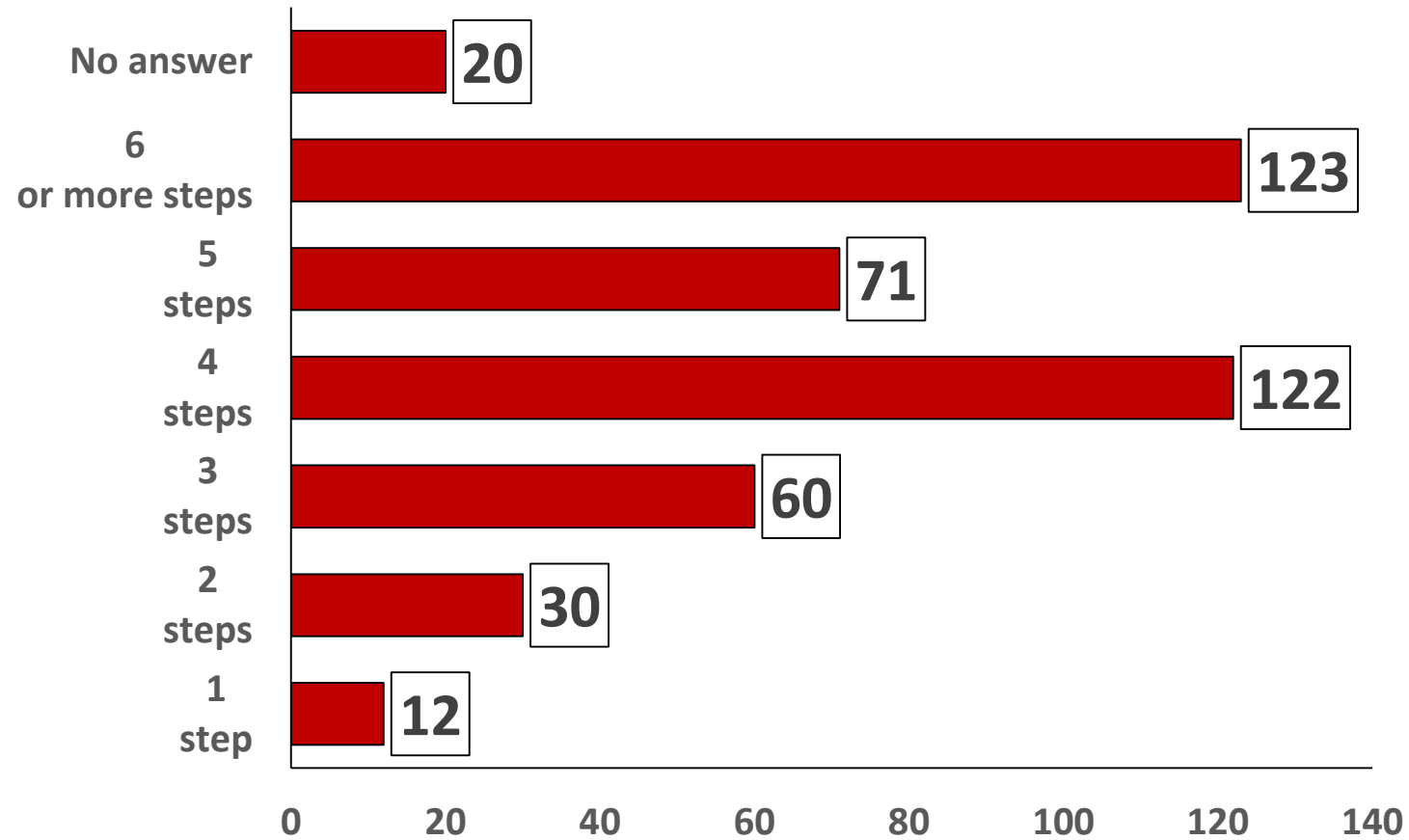
Compliance Rate:  
328 out of 438 or 75%  
[<10 mins. to 5 days]

Best Practice:  
177 out of 438 or 40%  
[within the day]



# NUMBER OF STEPS

BPLS  
Customer  
Experience  
Survey



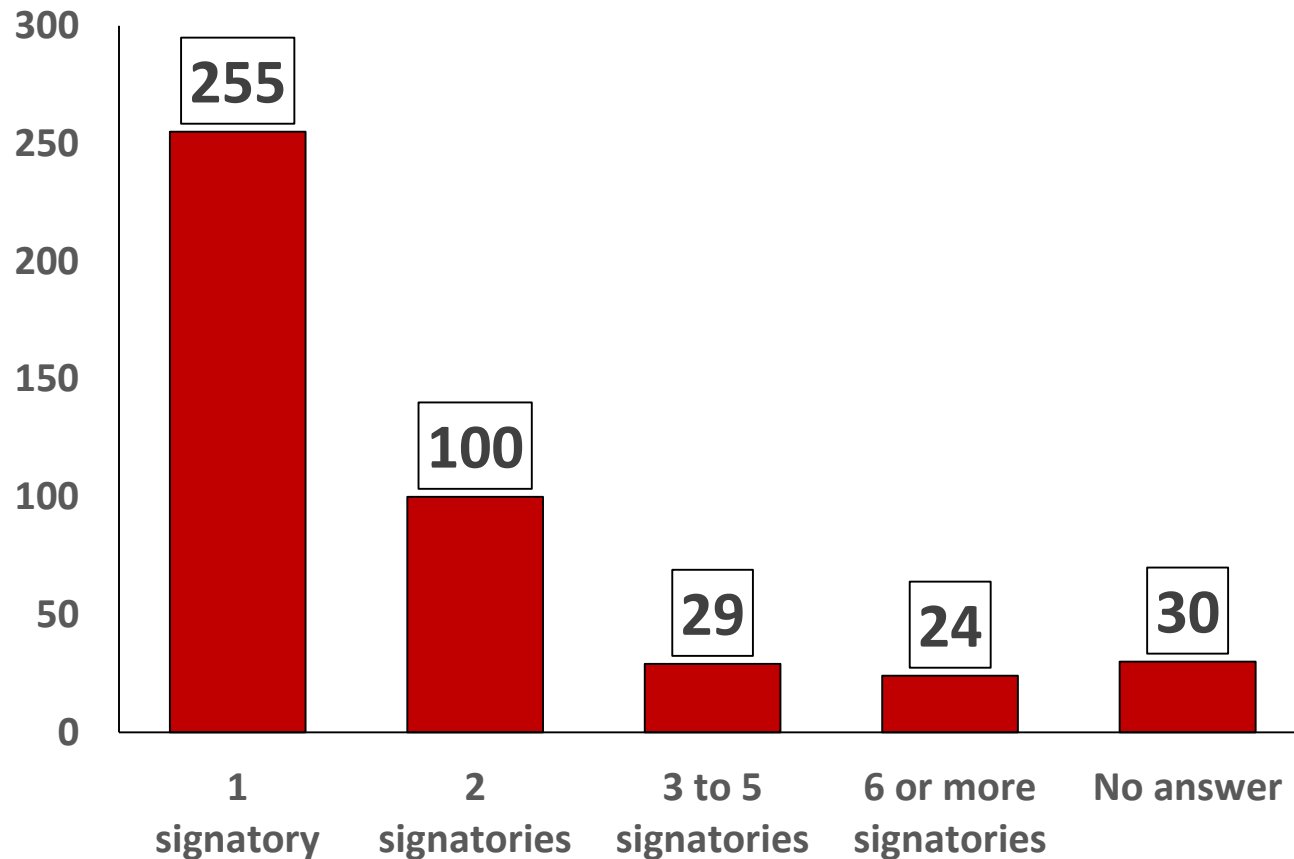
Compliance Rate:  
295 out of 438 or 67%  
[<1 step to 5 steps]

Best Practice:  
102 out of 438 or 23%  
[<3 steps]



# NUMBER OF SIGNATORIES

BPLS  
Customer  
Experience  
Survey



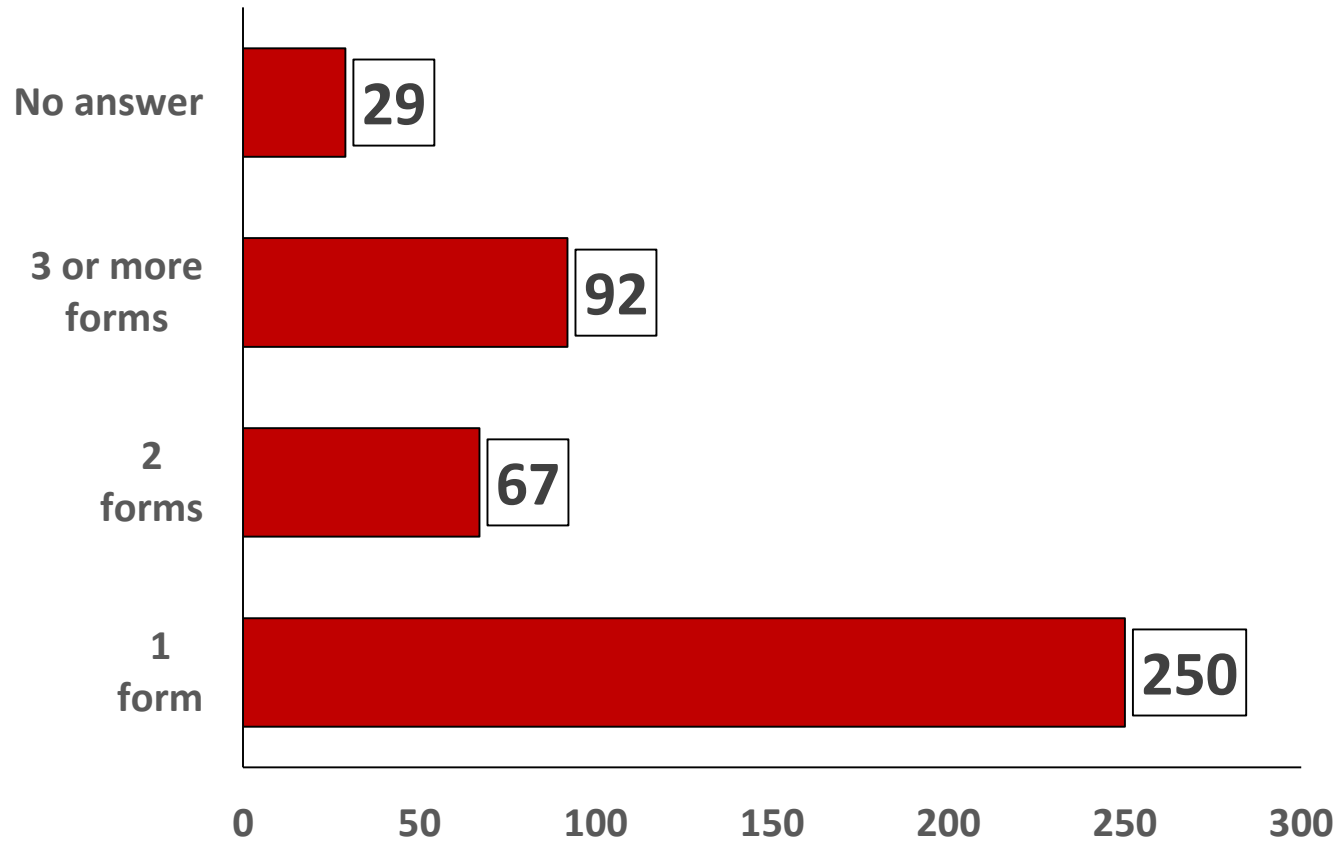
Compliance Rate:  
255 out of 438 or 58%  
[1 signatory]

Non-compliance Rate:  
153 out of 438 or 35%  
[2 or more signatories]



# NUMBER OF FORMS

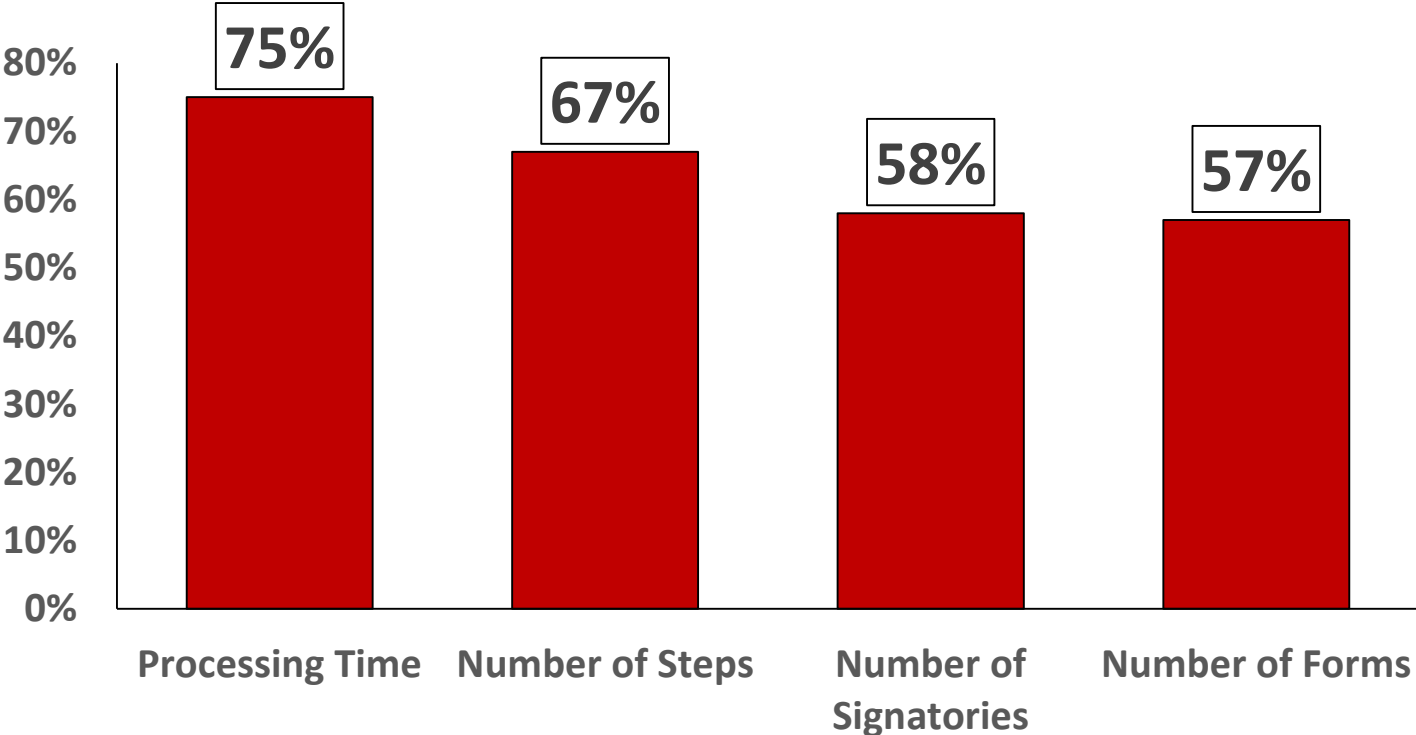
BPLS  
Customer  
Experience  
Survey



Compliance Rate:  
250 out of 438 or 57%  
[1 unified form]

Non-compliance Rate:  
159 out of 438 or 36%  
[2 or more forms]

# Compliance Rate : BPLS Standards (Visayas Regions)



Compliance rate in implementing BPLS Standards in Visayas Regions are reported to be 'compliant' in terms of Processing Time and Number of Steps.



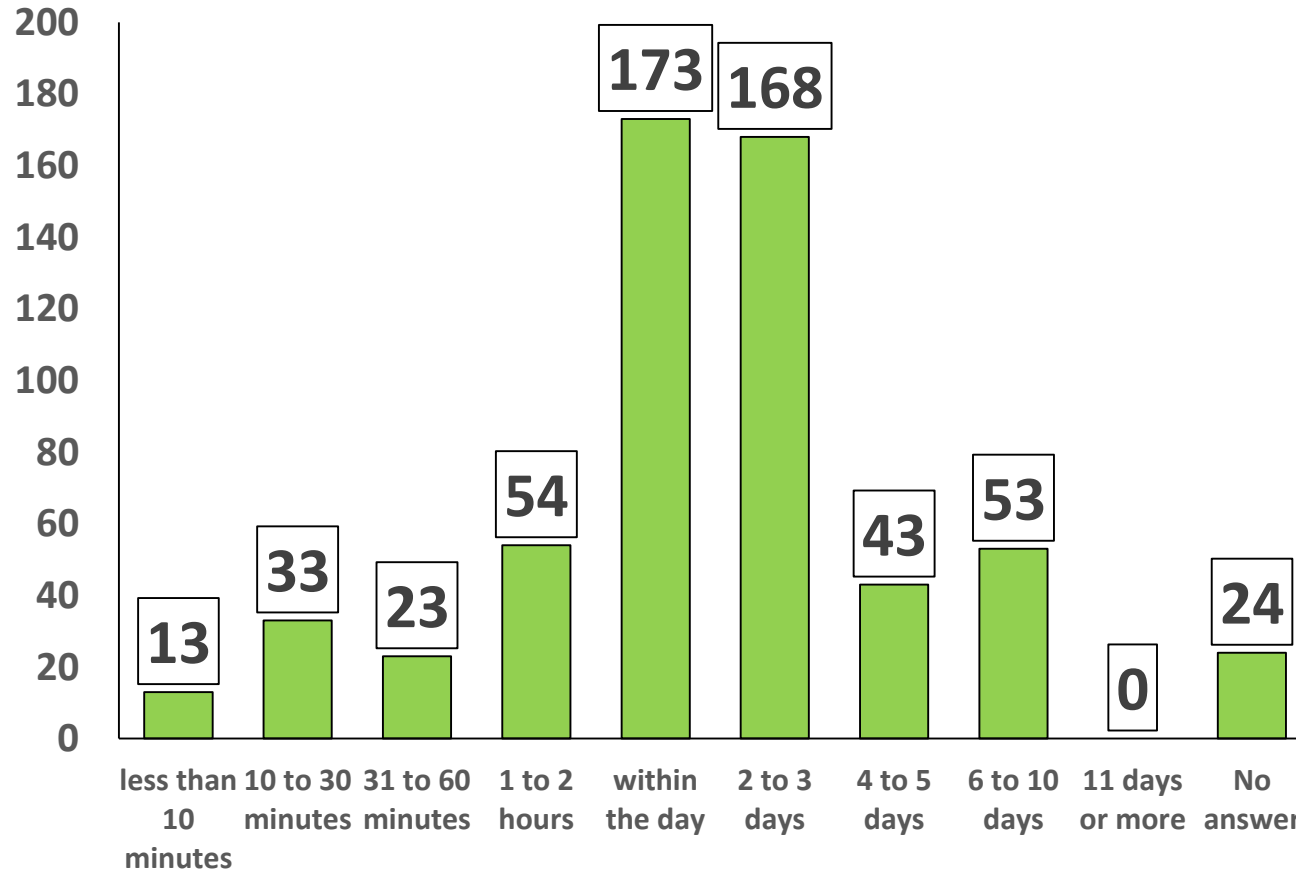
# MINDANAO SURVEY RESULTS





# PROCESSING TIME (RENEWAL)

BPLS  
Customer  
Experience  
Survey



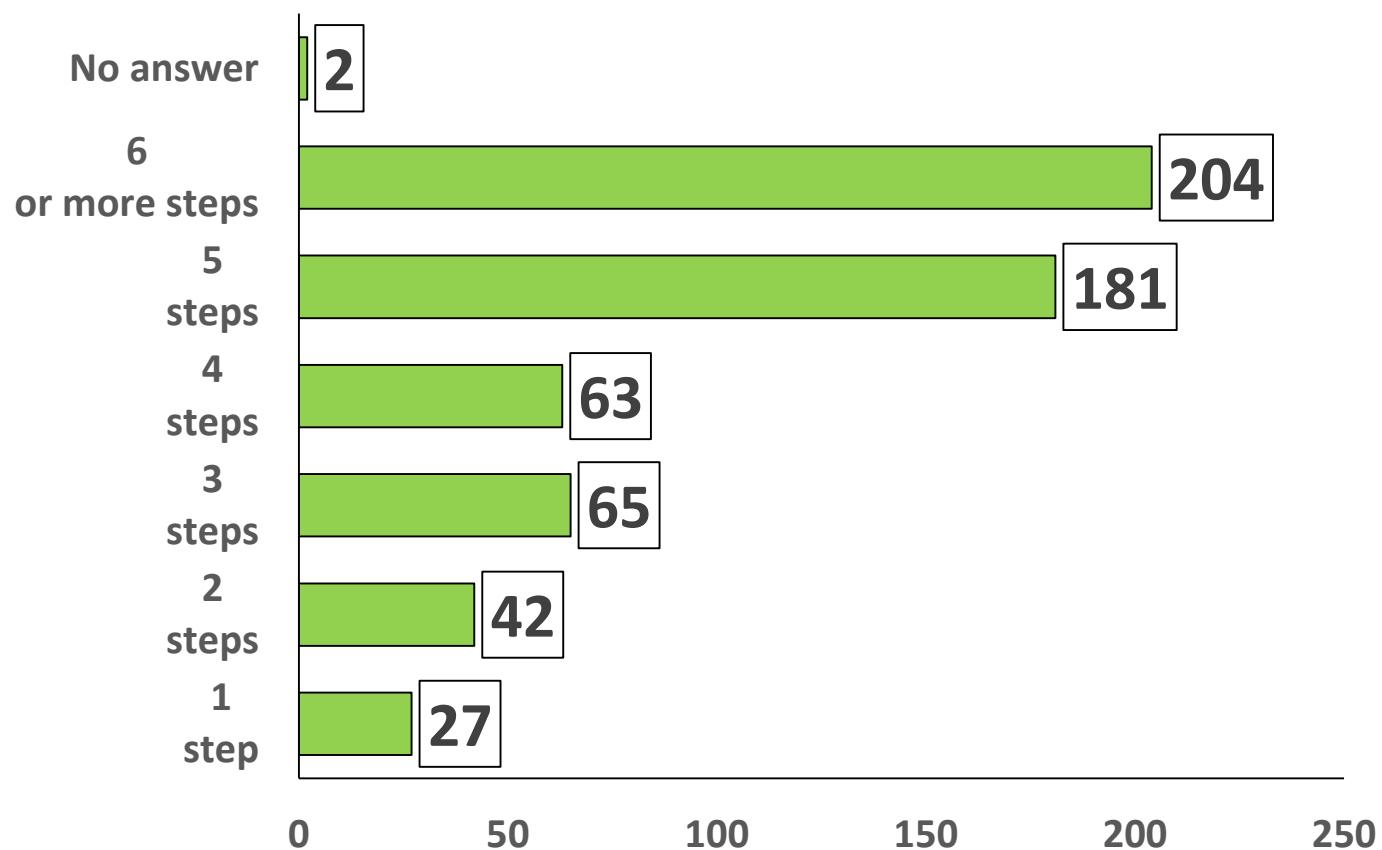
Compliance Rate:  
507 out of 584 or 87%  
[<10 mins. to 5 days]

Best Practice:  
283 out of 584 or 48%  
[within the day]



# NUMBER OF STEPS

BPLS  
Customer  
Experience  
Survey



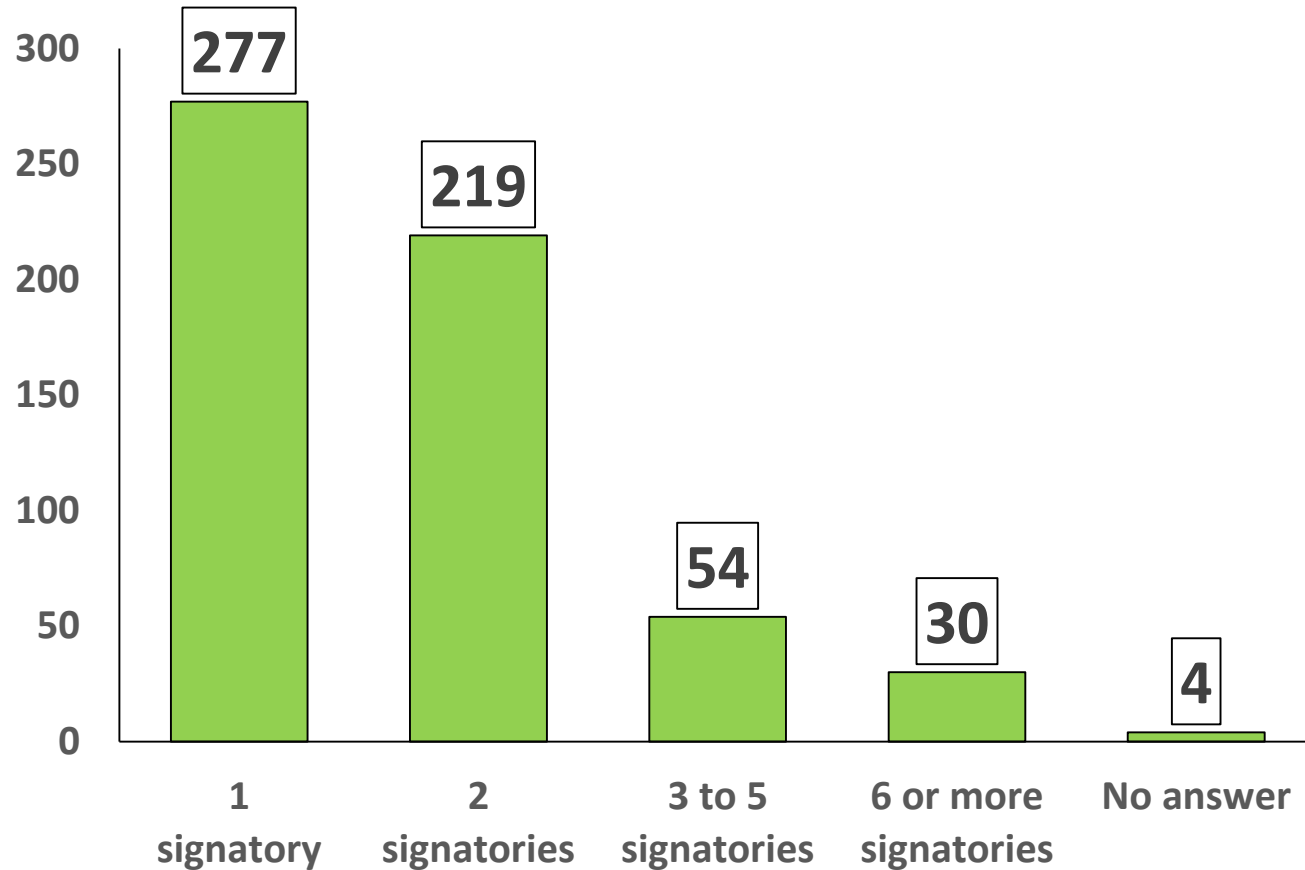
Compliance Rate:  
378 out of 584 or 65%  
[<1 step to 5 steps]

Best Practice:  
134 out of 584 or 23%  
[<3 steps]



# NUMBER OF SIGNATORIES

BPLS  
Customer  
Experience  
Survey



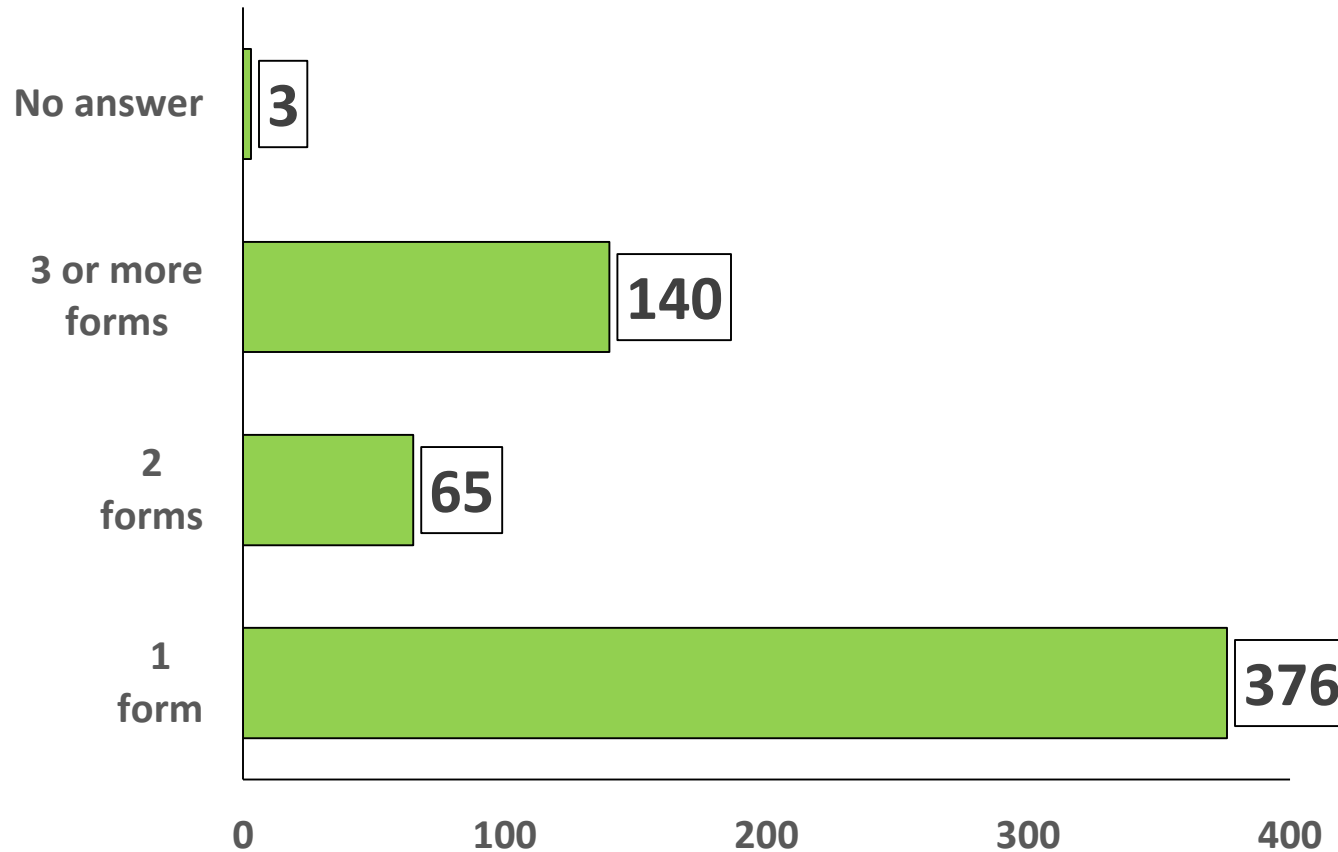
Compliance Rate:  
277 out of 584 or 48%  
[1 signatory]

Non-compliance Rate:  
303 out of 584 or 52%  
[2 or more signatories]



# NUMBER OF FORMS

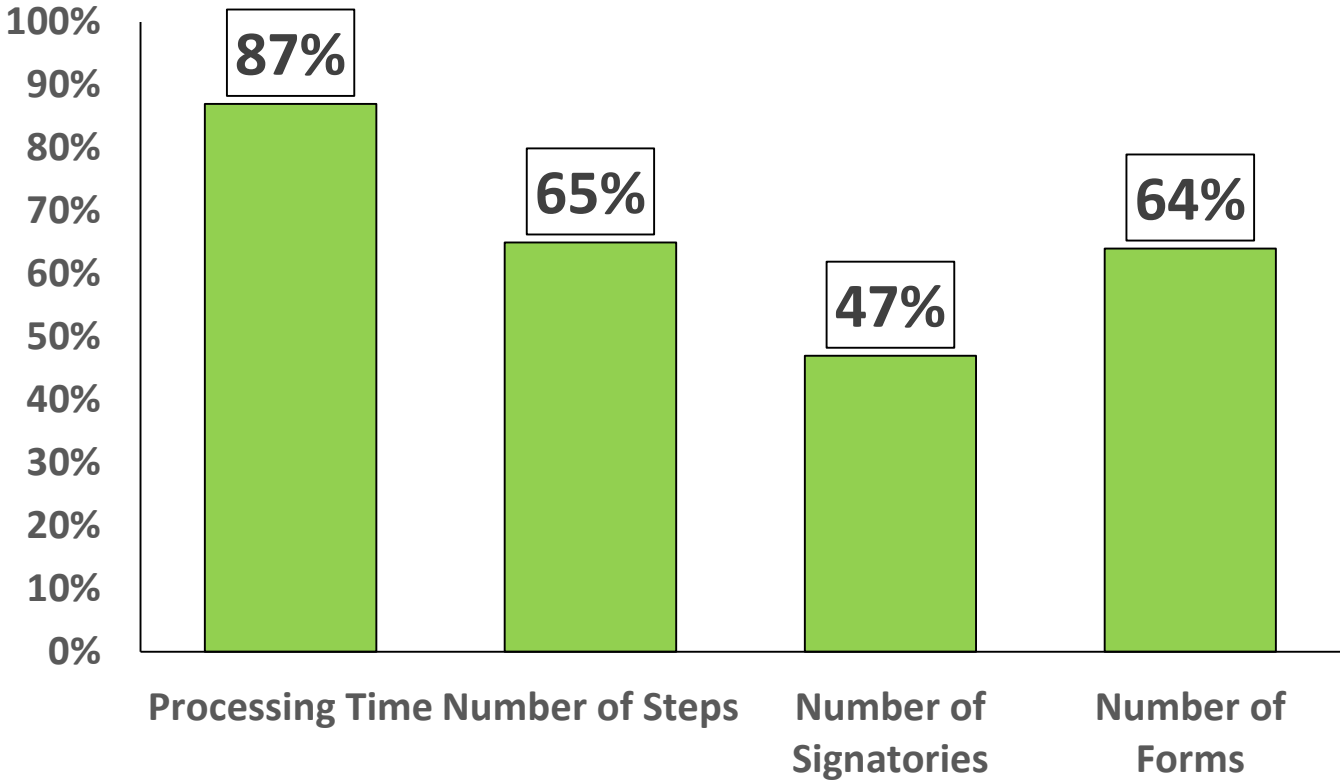
BPLS  
Customer  
Experience  
Survey



**Compliance Rate:**  
376 out of 584 or 64%  
[1 unified form]

**Non-compliance Rate:**  
205 out of 584 or 35%  
[2 or more forms]

# Compliance Rate : BPLS Standards (Mindanao Regions)



Compliance rate in implementing BPLS Standards in Mindanao Region are reported 'compliant' in terms of Processing Time.

# OVERALL CUSTOMER EXPERIENCE FEEDBACK



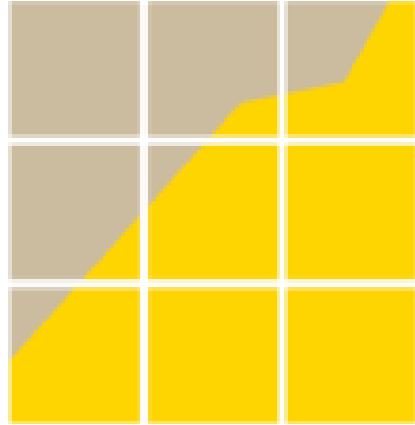
**EASY**

**91.87%**

**DIFFICULT**

**8.13%**

A total of 3,224 out of 3,509 or 42% of the renewal survey respondents rated a score of 6-10 or 'easy' in answering the survey form



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