

## **2015 CUSTOMER EXPERIENCE SURVEY BUSINESS PERMITS AND LICENSING SYSTEM**

### **BACKGROUND**

In 2012, the National Competitiveness Council (NCC), in partnership with Regional and Provincial Offices of the Department of Trade and Industry (DTI) piloted the first-ever Customer Satisfaction Survey for renewal of business permits in 178 cities and municipalities with 800 survey respondents. The conceptualization of the survey instrument was further developed by a local academe to address pressing issues on the issuance of business permits. At this time, the focus of the survey was to monitor the compliance rate of different local government units (LGUs) in terms of the Business Permits and Licensing System (BPLS) Standards set under the Joint Memorandum Circular no. 1 in 2010.

With this successful pilot run, the NCC launched the 2<sup>nd</sup> conduct of the survey in 2013 which covered 1,715 survey respondents. The NCC introduced a set of customer satisfaction indicators that focus on the assessment of frontline services in business permitting process. Each indicator has a corresponding scores ranging from 1, being the lowest to 10, being the highest in the overall to specific assessment of the renewal process of business permits.

While the objectives remain the same, the 3<sup>rd</sup> run of the survey in 2014 was the integration of the accomplishments of BPLS nationwide. The NCC continued enhancing the survey instrument by embodying both qualitative and quantitative approach in measuring customer satisfaction and compliance of different local government units (LGUs) to BPLS Standards. The survey covered 141 cities and municipalities with 1,856 survey respondents. Likewise, the result of this survey also served as basis for the BPLS Oversight Committee to impose stricter performance standards for BPLS streamlining. This is in line with its mandate to provide overall policy direction in the nationwide upscaling of BPLS reforms.

The new standards are expected to improve the competitiveness ranking of the Philippines in global surveys, particularly in those indicators measuring business registration and startup. Improving regulatory processes will also better equip LGUs for more intense competition that will arise from the 2015 ASEAN Economic Community.

For 2015, the NCC established an accessible and fast collection of survey responses with the success of the 2014 Cities and Municipalities Competitiveness Index (CMCI). A total of 191 cities and municipalities participated in the 4<sup>th</sup> run of the survey with 3515 collected survey responses.

The purpose of all this is to drive initiatives and identify areas for improvement that will provide feedback to different LGUs and national government agencies (NGAs) to further develop quality public services for instance the business permitting process.



### A. METHODOLOGY

In computing the desired sample size, the methodology used in this survey is through quota sampling, by which the respondents were selected in a non-probabilistic version of stratified sampling.

REGION	TOTAL LGUS			Target no. of LGUs per Region (y=10% of the total No. of LGUs per Region)	Target No. of Respondents per Region (10 respondents times y)
	CITIES	MUNICIPALITIES	TOTAL		
Cordillera Administrative Region	2	75	77	8	80
National Capital Region	16	1	17	17*	170*
I - Ilocos Region	9	116	125	12	120
II - Cagayan Valley	4	89	93	9	90
III - Central Luzon	14	116	130	13	130
IVA- CALABARZON	18	124	142	14	140
IVB- MIMAROPA	2	71	73	7	70
V - Bicol Region	7	107	114	11	110
VI - Western Visayas	16	117	133	13	130
VII - Central Visayas	16	116	132	13	130
VIII- Eastern Visayas	7	136	143	14	140
IX - Zamboanga Peninzula	5	67	72	7	70
X - Northern Mindanao	9	84	93	9	90
XI - Davao Region	6	43	49	5	50
XII – SOCCSKSARGEN	5	45	50	5	50
XIII - CARAGA Region	6	67	73	7	70
<b>TOTAL</b>	<b>144</b>	<b>1490</b>	<b>1516</b>	<b>164 LGUs</b>	<b>1640 Respondents</b>

*\*With exception to National Capital Regions (NCR)*

The respondents were first segmented in mutually exclusive subgroups. In this case, the total number of local government units (LGUs) were used as reference in computing for the sample size. This also resulted in getting desired number of LGUs to be covered and number of respondents, basically the 10% of the total population


**RESULTS OF CUSTOMER SATISFACTION FEEDBACK PER LGU**

<b>REGION</b>	<b>PROVINCE</b>	<b>LGU</b>	<b>SATISFACTION SCORE</b>
4B	Occ. Mindoro	Rizal	10.00
XIII	Agusan Del Sur	Sibagat	10.00
III	Nueva Ecija	Talugtug	9.92
III	Nueva Ecija	Cuyapo	9.90
III	Pampanga	San Simon	9.87
V	Albay	Legazpi	9.83
III	Nueva Ecija	Llanera	9.73
V	Camarines Norte	Daet	9.61
I	Ilocos Norte	Laoag City	9.59
4B	Occ. Mindoro	Sablayan	9.57
II	Cagayan	Solana	9.55
VIII	Leyte	Ormoc City	9.35
II	Cagayan	Alcala	9.35
4A	Batangas	Batangas City	9.35
III	Nueva Ecija	Gen. M. Natividad	9.33
III	Pampanga	Mexico	9.32
III	Nueva Ecija	San Antonio	9.26
I	La Union	San Fernando City	9.22
V	Albay	Guinobatan	9.20
VIII	Leyte	Burauen	9.18
V	Sorsogon	Sorsogon City	9.13
XIII	Surigao Del Sur	Barobo	9.11
XIII	Dinagat Islands	Tubajon	9.07
XIII	Dinagat Islands	Basilisa	9.07
III	Pampanga	San Fernando	9.05
XIII	Surigao Del Sur	Hinatuan	9.03
CAR	Apayao	Luna	9.03
4B	Occ. Mindoro	Abra De Ilog	9.03
VIII	Leyte	Abuyog	8.98
III	Bataan	Orion	8.97
III	Bataan	Limay	8.94
III	Nueva Ecija	Guimba	8.93
XIII	Surigao Del Sur	Lingig	8.92
III	Bataan	Hermosa	8.91
VII	Cebu	Balamban	8.90



III	Bataan	Pilar	8.87
XIII	Surigao Del Sur	Lianga	8.87
V	Sorsogon	Casiguran	8.85
V	Albay	Libon	8.83
XIII	Dinagat Islands	San Jose	8.83
III	Bataan	Balanga City	8.82
NCR	Metro Manila	Muntinlupa City	8.80
XIII	Agusan Del Sur	Prosperidad	8.80
VIII	Leyte	Isabel	8.79
III	Bataan	Mariveles	8.78
4A	Cavite	Noveleta	8.76
4B	Marinduque	Sta. Cruz	8.75
III	Bataan	Abucay	8.75
I	Pangasinan	Alaminos City	8.75
XIII	Surigao Del Sur	San Agustin	8.72
III	Bataan	Orani	8.72
III	Nueva Ecija	Bongabong	8.70
XIII	Surigao Del Sur	Bislig	8.67
I	Pangasinan	Dagupan City	8.66
XIII	Surigao Del Sur	Cagwait	8.62
V	Camarines Sur	Nabua	8.62
III	Bataan	Bagac	8.58
VIII	Leyte	Kananga	8.58
4B	Oriental Mindoro	Bansud	8.57
VIII	Southern Leyte	Maasin City	8.56
XIII	Dinagat Islands	Loreto	8.56
IX	Zamboanga Del Norte	Dapitan City	8.54
III	Bataan	Samal	8.52
XIII	Surigao Del Sur	Cantilan	8.52
VI	Negros Occidental	Silay City	8.51
XIII	Dinagat Islands	Libjo	8.50
VI	Negros Occidental	Kabankalan	8.49
X	Misamis Occidental	Oroquieta City	8.49
NCR	Metro Manila	Valenzuela City	8.48
XIII	Agusan Del Sur	Bunawan	8.48
4A	Laguna	Pila	8.48
XI	Davao Oriental	Mati City	8.46
I	Pangasinan	Urdaneta City	8.45



4B	Oriental Mindoro	San Teodoro	8.43
CAR	Ifugao	Lagawe	8.40
V	Albay	Ligao	8.38
X	Lanao Del Norte	Iligan City	8.36
X	Camiguin	Mambajao	8.32
4B	Occ. Mindoro	Lubang	8.30
4B	Oriental Mindoro	Calapan City	8.28
V	Albay	Camalig	8.26
VII	Bohol	Tubigon	8.25
CAR	Kalinga	Tabuk City	8.22
4A	Cavite	Imus	8.22
4B	Palawan	Brooke's Point	8.22
XIII	Dinagat Islands	Cagdianao	8.18
VII	Cebu	Bogo City	8.18
I	La Union	Agoo City	8.17
II	Cagayan	Tuguegarao	8.16
V	Albay	Daraga	8.10
VI	Capiz	Panay	8.08
VII	Bohol	Jagna	8.08
VIII	Northern Samar	Catarman	8.03
II	Isabela	Cauayan	8.02
III	Zambales	Olongapo	7.99
XIII	Agusan del Norte	Butuan City	7.96
III	Pampanga	Sta. Rita	7.94
NCR	Metro Manila	Taguig City	7.94
NCR	Metro Manila	Manila	7.88
I	La Union	Bauang City	7.88
II	Isabela	Santiago	7.87
4B	Marinduque	Mogpog	7.85
NCR	Metro Manila	Marikina City	7.85
X	Misamis Occidental	Ozamiz City	7.84
V	Catanduanes	Virac	7.82
I	Ilocos Norte	San Nicolas City	7.81
VIII	Eastern Samar	Borongan City	7.78
4B	Palawan	Taytay	7.73
XI	Compostela Valley	Nabunturan	7.73
I	Ilocos Norte	Batac City	7.72
VI	Negros Occidental	San Carlos City	7.72
XII	South Cotabato	General Santos City	7.67



4B	Occ. Mindoro	Paluan	7.63
NCR	Metro Manila	Pateros City	7.63
4B	Oriental Mindoro	Pinamalayan	7.61
XIII	Surigao Del Sur	Tandag City	7.61
VII	Negros Oriental	Tanjay City	7.60
4A	Quezon	Pagbilao	7.60
XI	Davao Del Norte	Tagum City	7.59
4A	Rizal	Antipolo City	7.57
4B	Marinduque	Boac	7.53
X	Lanao Del Norte	Linamon	7.47
III	Tarlac	Paniqui	7.45
IX	Zamboanga Del Sur	Zamboanga City	7.42
X	Bukidnon	Malaybalay City	7.41
V	Masbate	Masbate City	7.39
CAR	Benguet	La Trinidad	7.39
4A	Batangas	Tanauan City	7.38
V	Albay	Tabaco	7.34
CAR	Mountain Province	Bontoc	7.31
NCR	Metro Manila	Paranaque City	7.30
VII	Negros Oriental	Bayawan City	7.26
4A	Rizal	Teresa	7.26
4A	Laguna	Cavinti	7.26
VIII	Leyte	Baybay City	7.23
II	Nueva Vizcaya	Solano	7.22
NCR	Metro Manila	Navotas City	7.22
XII	South Cotabato	Koronadal City	7.14
IX	Zamboanga Del Norte	Dipolog City	7.13
VIII	Samar	Basery	7.11
4A	Batangas	Lipa City	7.08
4B	Oriental Mindoro	Puerto Galera	7.06
4A	Cavite	Trece Martires	7.03
VII	Negros Oriental	Dumaguete City	7.01
VI	Capiz	Roxas City	7.01
NCR	Metro Manila	Mandaluyong City	7.00
XIII	Surigao Del Sur	Madrid	6.97
XI	Davao Del Sur	Davao City	6.95
4B	Oriental Mindoro	Roxas	6.94
4A	Laguna	Nagcarlan	6.91



4B	Palawan	Puerto Princesa City	6.90
NCR	Metro Manila	San Juan City	6.87
VIII	Biliran	Naval	6.86
VIII	Samar	Catbalogan City	6.86
VII	Bohol	Talibon	6.86
VII	Siquijor	Larena	6.86
4A	Quezon	Lucena	6.80
4B	Oriental Mindoro	Naujan	6.75
VII	Cebu	Lapu-Lapu City	6.75
4B	Romblon	Odiangan	6.73
IX	Zamboanga Del Norte	Sindangan	6.70
NCR	Metro Manila	Makati City	6.69
X	Misamis Oriental	Cagayan De Oro City	6.60
VIII	Samar	Calbayog City	6.48
4B	Palawan	Narra	6.34
IX	Zamboanga Del Sur	Pagadian City	6.23
VII	Bohol	Tagbilaran	6.18
VI	Antique	San Jose De Buenavista	6.05
II	Nueva Vizcaya	Bayombong	5.93
XIII	Dinagat Islands	Dinagat	5.92
VI	Negros Occidental	Bacolod City	5.83
NCR	Metro Manila	Caloocan City	5.82
VII	Cebu	Mandaue City	5.80
NCR	Metro Manila	Pasay City	5.79
4A	Quezon	Tayabas	5.63
CAR	Abra	Bangued	5.63
IX	Zamboanga Del Sur	Molave	5.63
XI	Davao Del Sur	Digos City	5.63
VII	Cebu	Cebu City	5.55
CAR	Benguet	Baguio City	5.49
XII	North Cotabato	Kidapawan City	5.44
IX	Zamboanga Sibugay	Ipil	5.43
NCR	Metro Manila	Pasig City	5.42
XIII	Agusan del Norte	Nasipit	5.35
4B	Palawan	Coron	5.32
NCR	Metro Manila	Quezon City	5.06
X	Bukidnon	Valencia City	4.79
NCR	Metro Manila	Las Pinas City	4.69

