



Cultural Center of the Philippines
SENTRONG PANGKULTURA NG PILIPINAS

17 March 2026

CAD-LTR-170326-JEB

Sec. ERNESTO V. PEREZ

Director General
Anti-Red Tape Authority (ARTA)
NFA Compound, Visayas Ave, Brgy. Vasra
Diliman, Quezon City, Philippines 1128

Dear Secretary Perez,

Greetings from the Cultural Center of the Philippines (CCP)!

In compliance with ARTA Memorandum Circular No. 2023-05, we are pleased to submit the CCP's Client Satisfaction Measurement (CSM) Report for Calendar Year 2025. This report reflects our ongoing commitment to service excellence and our adherence to the ease of doing business standards.

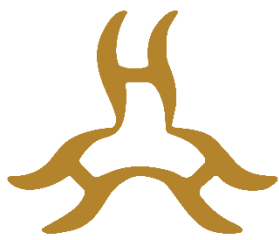
For any clarifications or further information regarding this report, please feel free to reach our team at msdcorplan.cad@culturalcenter.gov.ph.

Thank you for your continued guidance and support as we strive to better serve the Filipino public.

Sincerely yours,


JOSE VICTOR M. GAITE
Vice President for Administration
Chairperson, CCP Committee on Anti-Red Tape





Cultural Center of the Philippines

CLIENT SATISFACTION MEASUREMENT (CSM) REPORT 2025 (1ST EDITION)

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I. OVERVIEW AND EXECUTIVE SUMMARY

The Cultural Center of the Philippines (CCP) was created in 1966 by virtue of Executive Order (EO) No. 30 as a trust for the benefit of the Filipino people, and for the purpose of preserving and promoting the best of Philippine culture in all its varied aspects. In line with this, CCP commits to serving the public diligently and efficiently, with utmost courtesy and with the highest degree of integrity, whenever expertise and services are needed and respond promptly to all inquiries and complaints about its services from arts and culture enthusiasts, and to the public.

To achieve this, CCP actively encourages clients to provide feedback on the quality of its engagement, and timeliness of the type of services rendered. According to the Anti-Red Tape Authority (ARTA) Memorandum Circular (MC) No. 2022-05, all agencies and offices covered under Republic Act (RA) No. 11032 or the “Ease of Doing Business Act” Section 3, are mandated to adopt guidelines for the implementation of a harmonized Client Satisfaction Measurement (CSM). These guidelines require agencies to implement the CSM for all completed transactions listed in the agency’s Citizen’s Charter (CC). Also, according to ARTA MC No. 2019-022 Section 6.7.1, the CSM shall:

“[...] assess the overall satisfaction and perception of applicants or requesting parties on the government services accessed.” Section 6.7.3 of the preceding M.C. also stated that the CSM “detailing the scope and period covered by the measurement, the methodology used, the results of the measurement, and the interpretation of the data shall be reported to the Authority.” (Anti-Red Tape Authority, 2019)

The CCP achieved an overall score of **99.40%**, earning an **Outstanding** rating under ARTA’s guidelines. This score reflects a high level of client satisfaction across CCP’s services. Notably, the report saw a significant increase in response rates over the previous year—a result of proactive monitoring and increased efforts of CCP’s Operating Units, which further bolstered the reliability of the data.



Table 1: Summary of CSM Results (2025)

CC Dimensions	Score
CC Awareness	97.01%
CC Visibility	99.07%
CC Helpfulness	97.48%
Response Rate	84.89%
Overall Score	98.45%

The Center’s 2025 CC report shows significant growth across all key metrics. CC Awareness surged to 97.01%, a substantial increase that reflects a stronger understanding of services among respondents. Similarly, CC Visibility (99.07%) and CC Helpfulness (97.48%) showed marked improvements over the previous year. These gains are attributed to the continued effects of strategic initiatives, including the installation of information billboards, the availability of handbooks at the CCP Annex and Administrative buildings, and the establishment of a Public Assistance and Complaints Desk (PACD) staffed by dedicated personnel both onsite and online.



II. SCOPE AND METHODOLOGY

A. Period Covered

The CSM covered clients served by CCP from 01 January to 31 December 2025 only, using the standard questionnaire prescribed in the ARTA MC 2023-05. The questionnaire has the following aspects:

- a) **Responsiveness** — the willingness to help, assist, and provide prompt service to citizens/clients.
- b) **Reliability** — the provision of what is needed and what was promised, following the policy and standards, with zero to a minimal error rate.
- c) **Access and Facilities** — the convenience of location, ample amenities for comfortable transactions, use of clear signages and modes of technology.
- d) **Communication** — the act of keeping citizens and clients informed in a language they can easily understand, as well as listening to their feedback.
- e) **Costs** — satisfaction with the timeliness of billing processes, preferred methods of payment, reasonable payment period, value for money, the acceptable range of costs, and qualitative information on the cost of each service.
- f) **Integrity** — the assurance that there are honesty, justice, fairness, and trust in each service while dealing with the citizens/clients.
- g) **Assurance** — the capability of frontline staff to perform their duties, product and service knowledge, understand citizen/client needs, helpfulness, and good work relationships
- h) **Outcome** — the extent of achieving outcomes or realizing the intended benefits of government services

B. Geographic and Office Coverage

The CSM encompassed both the CCP's internal and external services. Geographically, the majority of responses originated from the National Capital Region



(NCR), followed by Region 4A-CALABARZON, with additional participation from across other regions.

C. List of Services Surveyed

The survey covers the internal and external services offered by CCP as listed in the sampling frame below.

D. Sampling

i. Applied Confidence Level and Margin of Error

The CCP followed ARTA’s guidelines using the sample calculator in MC 2022-05. The samples were computed with a 95% confidence level and with a 0.5% margin of error. The table below shows the computed sample based on the sample universe provided by Internal and External Services, which includes the actual number of clients served during the year.

Table 2: Fieldwork Results (Internal/External Services)

Services	Type of Service	Number of Clients in 2025	ARTA-recommended sample size	Actual Number of Survey Responses	Response Rate
PRODUCTION AND EXHIBITION DEPARTMENT					
Venue Rental	External	19	18	18	94.74%
Costume Rental	External	19	18	18	94.74%
Rental of Equipment	External	7	7	7	100%
ADMINISTRATIVE SERVICES DEPARTMENT - EXTERNAL					
Use of CCP Open Space (Events, Film, Shooting, Fun Run and Physical Fitness)	External	57	50	50	87.72%
Use of CCP Recreational Space (Basketball and Cricket)	External	73	61	61	83.56%
Use of Lamppost Banner of Ads	External	15	14	14	93.33%



Lease of CCP Available Property	External	0	0	0	0%
Use of CCP Facilities (NAC, CCP Bay, Helipad)	External	10	10	10	100%
ADMINISTRATIVE SERVICES DEPARTMENT - INTERNAL					
Installation of Event Banners and Billboards	Internal	14	14	14	100%
Setup of Venues and Manpower-Housekeeping	Internal	125	94	94	75.20%
Provision of Transport Services	Internal	716	250	678	94.69%
Submission of Docs for Safekeeping and Issuance of CTC	Internal	499	217	382	76.55%
Shipping/ Mailing out of Documents/ Parcel	Internal	0	0	0	0%
MARKETING DEPARTMENT					
Selling of Ticket	External	57	50	29	50.88%
HUMAN RESOURCE SERVICES DIVISION					
Issuance of Certificate of Employment	Internal	135	100	103	76.30%
Service Record	Internal	10	10	10	100%
Processing of PhilHealth Certificate	Internal	0	0	0	0%
Processing of Pag-IBIG Loan	Internal	0	0	0	0%
Processing of GSIS Loan	Internal	0	0	0	0%
Processing of Certificate of Clearance	Internal	12	12	12	100%

The 2025 gathered data reveals a generally robust response rate across most departments, though significant variance exists between specialized services and high-volume operations. The Production and Exhibition Department (PED) and the Administrative Services Department (ASD) achieved near-perfect engagement, with several services hitting a 100% response rate, especially in the provision of Transport Services (94.69%), which captured 678 responses, far exceeding the ARTA-recommended sample size.



However, the overall organizational average is offset by a critical gap in Marketing (Selling of Tickets), which recorded a low 50.88% response rate, and ASD's Setup of Venues and Manpower (75.20%), suggesting that while small-scale and mandatory services successfully capture feedback, high-traffic or rapid-transaction areas require more streamlined collection methods to meet ARTA's sample size.

ii. Mode of Survey Implementation

The CCP implemented a point-of-service data collection strategy, where survey questionnaires were administered to every client immediately following the completion of their respective transactions to ensure real-time feedback accuracy. Consequently, certain services listed in the Citizen's Charter were excluded from the final analysis due to a zero-client volume during the 2025 period, rendering data collection for the following specific services inapplicable:

- Shipping/ Mailing out of Documents/ Parcel
- Lease of CCP Available Property
- Processing of PhilHealth Certificate
- Processing of Pag-IBIG Loan
- Processing of GSIS Loan

E. Feedback and Collection System

The CSM forms were administered immediately upon the conclusion of each transaction to ensure data accuracy. To maintain a robust audit trail, completed forms and their digital scans were systematically compiled and transmitted to the Corporate Planning Office, Management Services Division (MSD) for centralized data processing, cross-verification, and comprehensive analytical review.



F. Rating Scale and Scoring System of the CSM

The report used the rating scale and scoring system for the 2025 CSM prescribed by ARTA's MC 2022-05.

Rating Scale

The rating scale and scoring system for this CSM used a Five (5) Point Likert Scale to measure the Service Quality Dimensions (SQD).

Table 3: Rating Scale

Scale	Rating
5	Strongly Agree
4	Agree
3	Neither Agree nor Disagree
2	Disagree
1	Strongly Disagree

Scoring Per Question

The percentage of respondents that rated 'Agree' and 'Strongly Agree' were used to get each SQD's score. A question that was answered with two (2) or more check marks was considered invalid.

Overall Scoring

The percentage of respondents that rated 'Agree' and 'Strongly Agree' for all eight (8) SQDs was used to compute for the Overall Score.

The overall score was computed using the following formula:

$$\text{Overall score} = \frac{\text{Number of Strongly Agree answers} + \text{Number of Agree answers}}{\text{Total Respondents} - \text{Number of N/A responses}}$$



a. How numerical results were interpreted

Table 4: Interpretation of Results

Percentage	Rating
Below 60.0%	Poor
60.0%-79.9%	Fair
80.0%-89.9%	Satisfactory
90.0%-94.9%	Very Satisfactory
95.0%-100%	Outstanding

III. DATA AND INTERPRETATION

A. Client Demographic

In the analysis of the survey participants' **demographic characteristics**, the majority of respondents identified themselves as 'Government,' followed by 'Citizens' and then 'Business' clients.

The demographic profile of the 2025 CSM respondents reflects a significant increase in government-sector clients relative to other sectors. This shift is primarily attributed to the ongoing rehabilitation of the CCP Main Building, which necessitated the temporary closure of several commercial and high-traffic areas. Consequently, while general public and commercial engagement saw a structural decline, essential inter-agency and government-related transactions remained the primary drivers of service volume during this period.

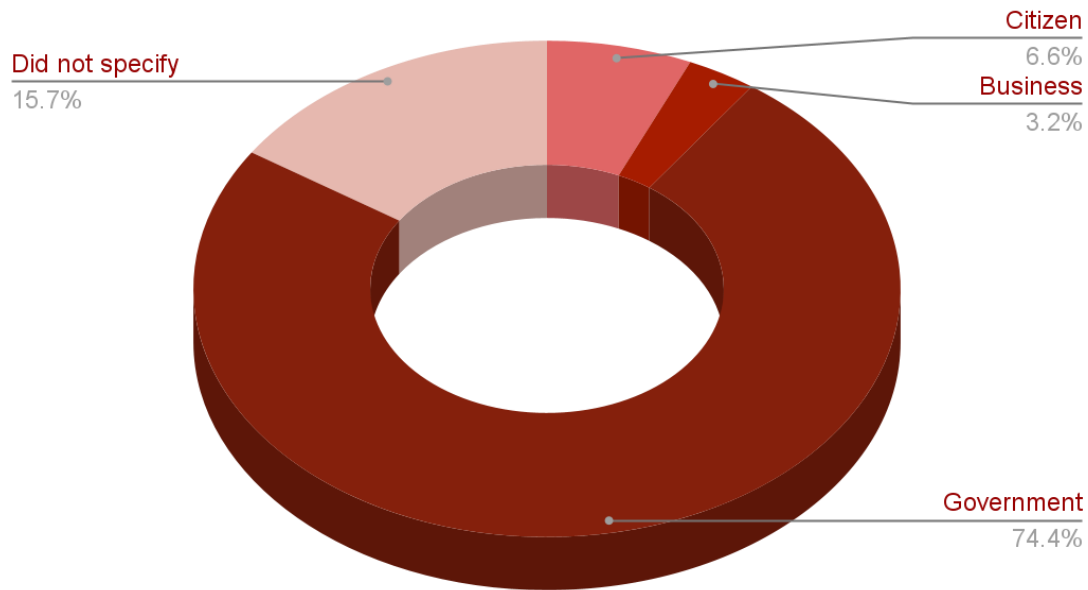


Figure 1: Percentage Breakdown of Respondent Types of CCP Clients

Table 5: Tally and Percentage of Respondent Types of CCP

Client Demographic	Respondent	Percentage
Citizen	100	7%
Business	48	3%
Government	1121	74%
Did not specify	237	16%
TOTAL	1506	100%



An analysis of the **gender type** demographic distribution shows a relatively balanced distribution among respondents, with female clients constituting the largest segment at 47.21%, closely followed by male clients at 45.68%. A notable 7.10% of the sample opted not to disclose their gender identity, highlighting the importance of providing non-mandatory disclosure options in the CSM instrument to ensure client comfort and data inclusivity.

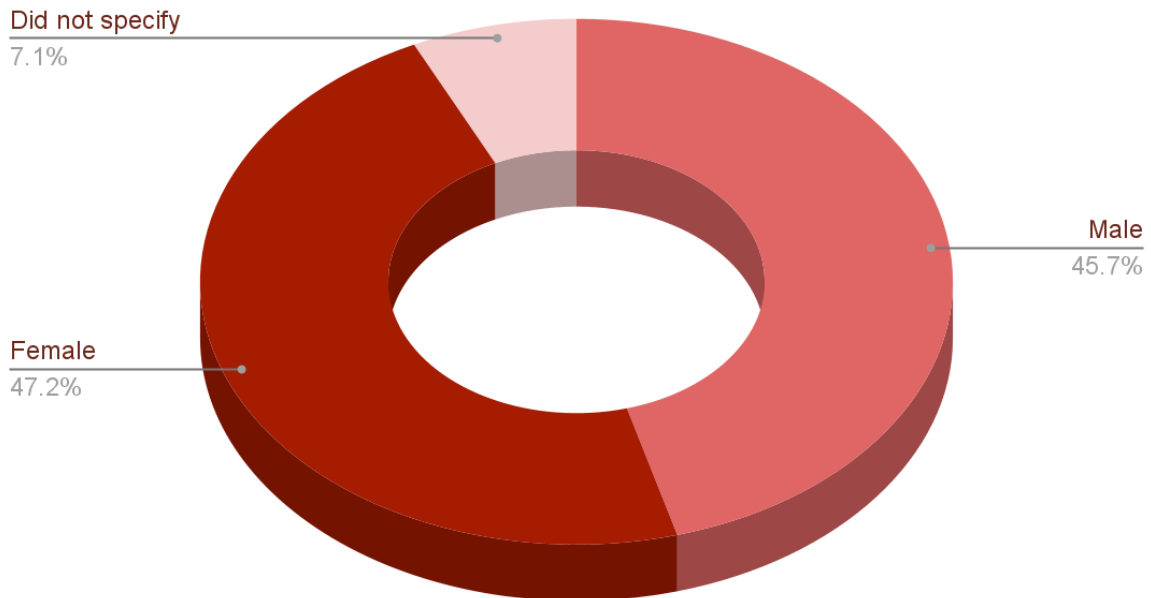


Figure 2: Percentage Breakdown by Gender of CCP Clients

Table 6: Tally and Percentage by Gender of CCP Clients

Gender	Respondents	Percentage
Male	688	45.68%
Female	711	47.21%
Did not specify	107	7.10%
TOTAL	1506	100%



The **age distribution** of the 2025 CSM respondents is predominantly concentrated within the working-age demographic, with the 34–39 age group representing the largest at 34.6%, followed closely by the 20–34 group at 32.3%. The report also found that the 50–64 bracket accounted for 13.17% of the Center’s clients. In contrast, there is minimal representation from the youth (19 and below, 0.9%) and senior citizens (65 and above, 0.5%) demographics. Notably, a significant 18.1% of respondents opted not to disclose their age.

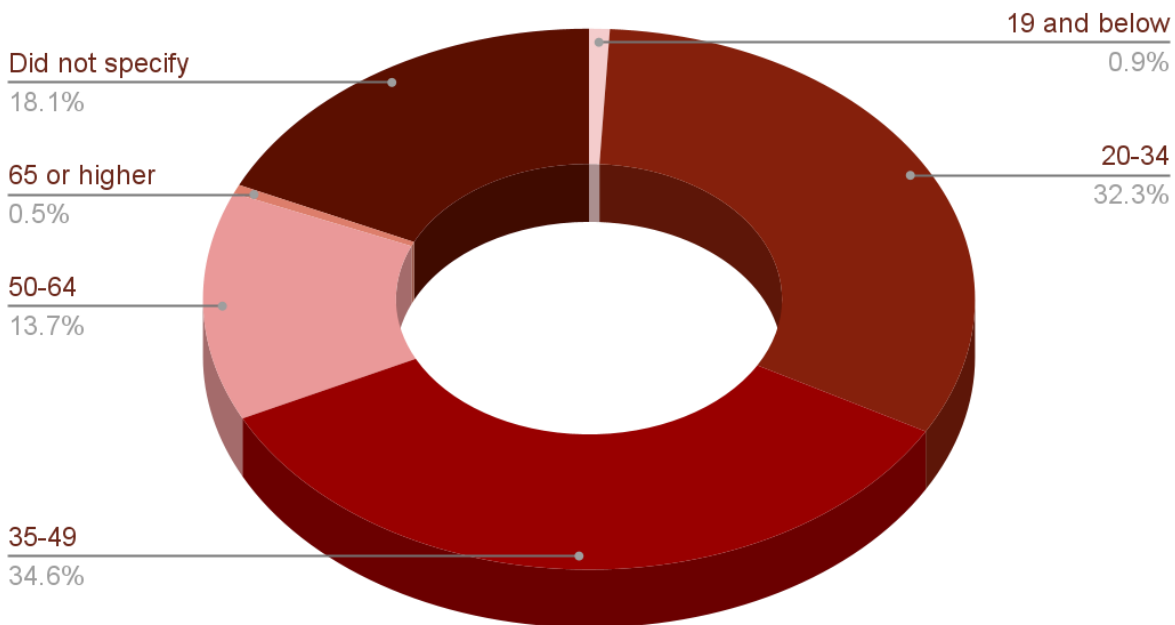


Figure 3: Percentage Breakdown by Age Group of CCP Clients

Table 7: Tally and Percentage by Age Group of CCP Clients

Gender	Respondents	Percentage
19 and below	13	0.9%
20-34	486	32.3%
35-49	521	34.6%
50-64	206	13.7%
65 or higher	8	0.5%
Did not specify	272	18.1%
TOTAL	1506	100%



Geographic distribution of the 2025 CSM respondents remains heavily concentrated within the National Capital Region (NCR), which accounts for 74% of the total client base. Outside of the Metro, Region 4A (CALABARZON) emerged as the primary external demographic at 5.2%. In contrast, representation from Regions 2, 3, 4B, and 5 remained marginal, with each area contributing between one (1) and three (3) respondents. Notably, a significant segment of the population (20.2%) elected not to disclose their regional location, suggesting a preference for anonymity or a high volume of walk-in transactions where residency was not a primary factor in the service delivery.

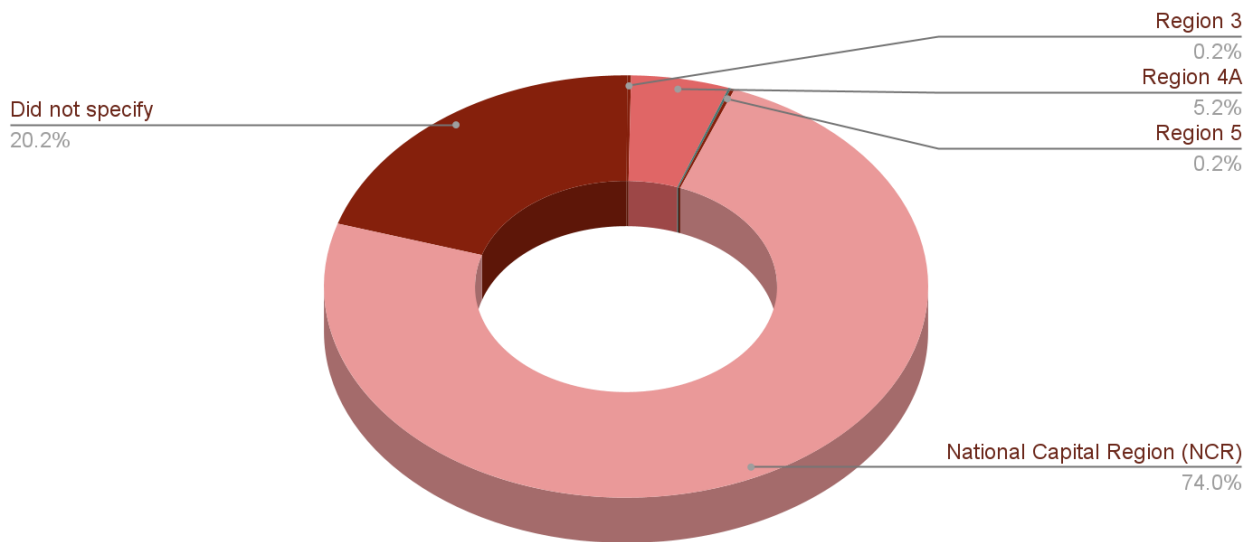


Figure 4: Percentage Breakdown by Geographic Distribution of CCP Clients

Table 8: Geographic Distribution of CCP Clients

Regions	Respondents	Percentage
Region 2	1	0.1%
Region 3	3	0.2%
Region 4A	79	5.2%
Region 4B	2	0.1%
Region 5	3	0.2%
National Capital Region (NCR)	1114	74%
Did not specify	304	20.2%
TOTAL	1506	100%



B. Citizen's Charter Results

The 2025 CSM results demonstrated a robust response rate, characterized by high engagement levels, particularly within the internal service sectors. A critical improvement is seen through the reduction in 'N/A' (Not Applicable) responses compared to the previous year's report.

Table 9: Tally and Percentage of Client Feedback on the CC

CC QUESTIONS	External/ Internal Services	
	Responses	Percentage
CC1. AWARENESS OF CC		
CC1. I know what a CC is and I saw this office's CC.	1415	93.96%
CC1. I know what a CC is, but I did NOT see this office's CC.	46	3.05%
CC1. I learned of the CC only when I saw this office's CC.	40	2.66%
CC1. I do not know what a CC is, and I did not see it in this office.	5	0.33%
CC2. VISIBILITY OF CC		
CC2. Easy to see	1352	89.77%
CC2. Somewhat easy to see	140	9.30%
CC2. Difficult to see	4	0.27%
CC2. Not visible at all	2	0.13%
CC2. N/A	8	0.53%
CC3. INFORMATION ON CC		
CC3. Helped very much	1366	90.70%
CC3. Somewhat helped	102	6.77%
CC3. Did not help	5	0.33%
CC3. N/A	33	2.19%

The 2025 Citizen's Charter (CC) analysis identified that the highest volume of client interactions occurred within Internal Service frameworks, most notably in Transport Services, Document Safekeeping/CTC Issuance, and Venue Setup/Housekeeping. A



substantial majority of respondents rated the CC as *'Very Helpful,'* a high satisfaction level directly correlated to the strategic placement of Information Billboards and digital TV panels displaying the Center's service standards.

Furthermore, the systematic quarterly monitoring conducted by the Corporate Planning Office in coordination with the transacting units facilitated a proactive feedback loop. This inter-departmental synergy enabled transacting units to implement immediate adjustments, ensuring that both internal and external services evolved in direct response to verified client feedback.



C. Service Quality Dimension Results

The CCP achieved a superlative Overall Satisfaction Rating of **99.40%**, corresponding to an '*Outstanding*' performance descriptor based on the SQD0 (Overall Satisfaction) metric. This score signifies a remarkably high level of client confidence across all Service Quality Dimensions (SQD), reflecting the Center's success in delivering a seamless and high-value client experience. Furthermore, this result validates the effectiveness of recent service enhancements and underscores the Center's commitment to exceeding the service standards outlined in the Citizen's Charter.

Table 10: Tally and Percentage of Overall Satisfaction Rating

Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	NA	Total Responses	Average	Percentage	Rating
SQD0 <i>I am satisfied with the service that I availed</i>	6	2	1	423	1074	0	1506	4.70	99.40%	Outstanding

For the 2025 assessment period, the CCP attained an '*Outstanding*' performance rating, characterized by a high Mean Satisfaction Score of **4.75** and an aggregate SQD rating of **98.45%**. This positive sentiment was consistent across both internal and external client bases, with all six service dimensions consistently achieving '*Very Satisfied*' qualitative descriptors.

An analysis of these dimensions reveals that *Communication* earned the highest average satisfaction at **4.84**, underscoring the effectiveness of the Center's information dissemination. While *Responsiveness* recorded the relatively lowest mean at **4.66**, it remains well within the '*Outstanding*' threshold. Furthermore, the strong performance in *Outcome* and *Assurance* serves as a validation of the transacting offices' technical competence, service-oriented demeanor, and comprehensive service knowledge.



Table 11: Overall Tally and Percentage of CSM SQD Rating

Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	NA	Total Responses	Average	Percentage	Rating
Responsiveness	5	9	8	432	1020	32	1506	4.66	98.51	Outstanding
Reliability	5	1	6	418	1072	4	1506	4.70	99.20	Outstanding
Access and Facilities	5	1	38	109	624	729	1506	4.73	94.34	Very Satisfactory
Communication	5	1	42	130	1265	63	1506	4.84	96.67	Outstanding
Costs	6	7	6	87	384	1016	1506	4.71	96.12	Outstanding
Integrity	7	2	1	286	1196	14	1506	4.78	99.33	Outstanding
Assurance	6	1	2	278	1211	8	1506	4.79	99.40	Outstanding
Outcome	5	1	2	301	1180	17	1506	4.78	99.46	Outstanding
TOTAL	50	25	106	2461	9029	1883	13554	4.75	98.45	Outstanding

The 2025 CSM results indicate a marginal variance in performance compared to the previous year. While all eight (8) SQDs maintained 'Outstanding' ratings in the prior assessment, the current cycle recorded a slight downward shift in Access and Facilities, which transitioned to a 'Very Satisfactory' rating. This specific localized decline is primarily attributed to the ongoing rehabilitation of the CCP Main Building, which has temporarily restricted public access and altered the availability of certain physical amenities. Despite this adjustment in one dimension, the remaining seven SQDs continue to perform at 'Outstanding' levels, sustaining the Center's high overall satisfaction benchmark.



D. Average Rating per Service

Recent analysis shows the Center's services achieved an 'Outstanding' overall rating of 4.79. While most specific services scored between 4.46 and 4.99, Venue Rental received the lowest rating of 4.46 ('Very Satisfactory'). Despite this outlier, the feedback across both internal and external services remains consistently positive.

Table 12: External Service Overall SQD Scores

External Services	Average	Overall Score	Rating
Venue Rental	4.59	89.66%	Satisfactory
Costume Rental	4.97	100%	Outstanding
Rental of Equipment	4.97	100%	Outstanding
Use of CCP Open Space (Events, Film, Shooting, Fun Run, and Physical Fitness)	4.88	98.88%	Outstanding
Use of CCP Recreational Space (Basketball and Cricket)	4.76	99.81%	Outstanding
Use of Lamppost Banner of Ads	4.88	100%	Outstanding
Use of CCP Facilities (NAC, CCP Bay, Helipad)	4.99	100%	Outstanding
Selling of Tickets	4.69	94.59%	Very Satisfactory
Issuance of Certificate of Employment	4.82	99.39%	Outstanding
Service Record	4.95	100%	Outstanding
Total External Services	4.81	98.55%	Outstanding

Table 13: Internal Service Overall SQD Scores

Internal Services	Average	Overall Score	Rating
Installation of Event Banners and Billboards	4.66	100%	Outstanding
Setup of Venues and Manpower- Housekeeping	4.54	94.26%	Very Satisfactory
Provision of Transport Services (Motorpool)	4.69	99.42%	Outstanding
Submission of Documents for Safekeeping and Issuance of CTC	4.82	98.03%	Outstanding
Total Internal Services	4.68	98.42%	Outstanding



Table 14: Overall Rating for Internal and External Services

	Average	Overall Score	Rating
Overall Total for Internal and External Services	4.75	97.78%	Outstanding

The CCP received a consolidated ‘*Outstanding*’ rating with a high average satisfaction score of **4.75** and an overall score of 97.78%. The performance was largely driven by the CCP’s External Services, which outperformed internal benchmarks with an average of **4.81** (98.55%), featuring several services like Costume Rental, Rental of Equipment, and Service Records that attained perfect 100% scores. Despite these high marks, Venue Rental emerged as an area for targeted improvement, recording a ‘*Satisfactory*’ rating and the lowest individual score of 4.59 (89.66%).

In terms of engagement, the Center demonstrated a healthy response rate across most key services, particularly in the PED and ASD, where multiple services achieved 100% participation. The ‘Provision of Transport Services’ successfully captured a massive volume of feedback with 678 responses, far exceeding the ARTA-recommended sample size of 250. However, a significant critical gap was identified in Marketing Department (Selling of Tickets), which yielded a qualitative rating of ‘*Very Satisfactory*’ (4.69). Similarly, Setup of Venues and Manpower (Housekeeping) also fell into the ‘*Very Satisfactory*’ category. These variances suggest that while administrative and rental services are highly effective, the Center should focus on streamlining feedback collection in high-traffic commercial and internal maintenance areas to ensure representative data in future reporting cycles.



E. Open-ended Responses

Open-ended suggestion, recommendations and praise from clients on the Center's services.

Table 15: Feedback from Clients for Improvement

Suggestions/ Recommendation
<ul style="list-style-type: none"> Office improvement and renovation must be visible to the public
<ul style="list-style-type: none"> Signages of the offices would help. Also, proper compensation for your employees
<ul style="list-style-type: none"> I think the rate is very expensive but was very happy with the service and how very accommodating the staff.
<ul style="list-style-type: none"> [CCP Property] I think at the very start of business transactions, all requirements should be known to avoid any delay of application.
<ul style="list-style-type: none"> [CCP Permit Banner] Lessen the commission rate or have us located in front of the box office for more customer/visibility

Table 16: Positive Feedback from Clients

Praises / Commendations from Clients
<ul style="list-style-type: none"> [Rental of theater venues] Good Job!
<ul style="list-style-type: none"> [CCP Permit Banner] keep up the good work!
<ul style="list-style-type: none"> [Central records] Fast Transaction. Thanks!
<ul style="list-style-type: none"> [Motorpool/transportation] so fast and good driving
<ul style="list-style-type: none"> Great service. very helpful in answering questions.
<ul style="list-style-type: none"> The personnel-in-charge during that time were all attentive and responsive.
<ul style="list-style-type: none"> Overall, they followed and met the instructions from our end.
<ul style="list-style-type: none"> Outdoor maintenance personnel were so polite and easy to ask for assistance. Keep up the good work, guys!
<ul style="list-style-type: none"> Fast transaction!
<ul style="list-style-type: none"> Keep up the good work!
<ul style="list-style-type: none"> Very satisfactory, satisfied and very good to guest visitors
<ul style="list-style-type: none"> Continuously serve with courteous, fairness and integrity.
<ul style="list-style-type: none"> Excellent!
<ul style="list-style-type: none"> Your service is excellent!
<ul style="list-style-type: none"> Not much recommendation, but I fully appreciate the swift reply and accommodation of request. Everything was in order.
<ul style="list-style-type: none"> Keep up the good work guys!
<ul style="list-style-type: none"> Thank you for your fast transactions.



IV. RESULTS OF THE AGENCY ACTION PLAN IN THE PREVIOUS YEAR

The Center successfully implemented a series of strategic interventions in 2025 to address the feedback gathered during the previous reporting cycle. The results of these actions are as follows:

- **Digital Enhancement and Alternate Mode of Payment**

In response to the growing demand for online options for service transactions, the Center accelerated its digital pivot. The Online Public Assistance and Complaints Desk (OPACD) and Freedom of Information (FOI) portals were streamlined for faster response times. Furthermore, the integration of alternative payment gateways, specifically GCash and online banking, was initiated to provide clients with more flexible and contactless settlement options.

- **Operational Continuity During Rehabilitation**

To mitigate the challenges posed by the CCP Main Building Rehabilitation, the Center intensified its multi-channel communication strategy. Office relocation updates for transaction offices were systematically disseminated via the official website and direct email advisories. This proactive information drive ensured that, despite physical changes, client confusion was minimized and service continuity was maintained.

- **Inclusivity and Facilities Maintenance**

Immediate priority was given to the accessibility needs of PWDs and senior citizens, with staff training and temporary ramps installed where feasible. Additionally, a rigorous maintenance schedule for air conditioning systems was enforced to ensure patron comfort.

All other services received positive feedback. To maintain high satisfaction levels, the Center remains committed to excellence across all offerings.



V. CONTINUOUS AGENCY IMPROVEMENT PLAN

The following are suggestions for improvement based on the feedback of respondents for this year's CSM:

1. Accessibility of Information

- a.** Implementation of a centralized Frequently Asked Questions (FAQ) webpage and an advanced search engine on the official CCP website. This initiative aims to reduce the volume of manual inquiries and provide clients with immediate, 24/7 access to critical service information.
- b.** Establishing a standardized response for all digital inquiries to ensure consistency, accuracy, and professionalism across all communication channels.
- c.** Strengthening the transition from manual to digital workflows to streamline the delivery of CCP's core services in line with the Ease of Doing Business (EODB) Act.

2. Physical Wayfinding

- a.** Installation of high-visibility, standardized external signage systems. These will provide clear navigational cues to relocated administrative offices during the final phases of the building's rehabilitation.
- b.** Coordinating with digital mapping providers (e.g., Google Maps, Waze) to update CCP building designations and entry points, ensuring accurate GPS-guided accessibility for all clients.

3. Institutional Governance and Compliance

- a.** Strengthening the synchronization between frontline transacting units and the Corporate Planning Office. This ensures that the Citizen's Charter remains updated in real-time to reflect evolving procedural adjustments and service standards.
- b.** Continuous tracking of response rates and satisfaction scores to proactively identify and resolve service bottlenecks before they impact the client experience.



ANNEX A: CLEAR IMAGE OF CSM FORM USED

Control No: _____

ANTI-RED TAPE AUTHORITY
CLIENT SATISFACTION MEASUREMENT
FORM
PSA Approval No.: ARTA-2242-3



Cultural Center of the Philippines
HELP US SERVE YOU BETTER!

This Client Satisfaction Measurement (CSM) tracks the customer experience of government offices. Your feedback on your recently concluded transaction will help this office provide a better service. Personal information shared will be kept confidential and you always have the option to not answer this form.

Kindly fill-up this survey form, **Check mark (✓)** your answer and reflect your impressions about our services and let us know your experience while transacting official business with us.

Data Sharing Agreement Clause: I also hereby authorize the Cultural Center of the Philippines to verify my submitted records or information in connection with transactions or applications in the Center. I am fully aware of my rights under the Republic Act 10173- Data Privacy Act of 2012 and the Data Sharing Agreement, and by filling up this form, I am consenting to the collection, processing, and use of the information according to this Act. I also hereby authorize the CCP to share the information with other agencies for the purpose of verifying the public document for authentication.

Name : _____ Contact No. _____
Email address (optional): _____ Date: _____
Client type: Citizen Business Government (Employee or another agency) Sex: Male Female
Age: _____ Region of residence: _____ Service Availed: _____

INSTRUCTIONS: **Check mark (✓)** your answer to the Citizen's Charter (CC) questions. The Citizen's Charter is an official document that reflects the services of a government agency/office including its requirements, fees, and processing times among others.

- CC1** Which of the following best describes your awareness of a Citizen's Charter?
 1. I know what a Citizen's Charter is and I saw this office's Citizen's Charter.
 2. I know what a Citizen's Charter is but I did NOT see this office's Citizen's Charter.
 3. I learned of the Citizen's Charter only when I saw this office's Citizen's Charter.
 4. I do not know what a Citizen's Charter is and I did not see one in this office. (Answer 'N/A' on CC2 and CC3)
- CC2** If aware of Citizen's Charter (answered 1-3 in CC1), would you say that the Citizen's Charter of this office was ...?
 1. Easy to see 4. Not visible at all
 2. Somewhat easy to see 5. N/A
 3. Difficult to see
- CC3** If aware of Citizen's Charter (answered codes 1-3 in CC1), how much did the Citizen's Charter help you in your transaction?
 1. Helped very much 3. Did not help
 2. Somewhat helped 4. N/A

INSTRUCTIONS: For SQD 0-8, please put a **check mark (✓)** on the column that best corresponds to your answer.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A Not Applicable
SQD0. I am satisfied with the service that I availed.						
SQD1. I spent a reasonable amount of time for my transaction.						
SQD2. The office followed the transaction's requirements and steps based on the information provided.						
SQD3. The steps (including payment) I needed to do for my transaction were easy and simple.						
SQD4. I easily found information about my transaction from the office or its website.						
SQD5. I paid a reasonable amount of fees for my transaction.						
SQD6. I feel the office was fair to everyone, or " <i>walang palakasan</i> ", during my transaction.						
SQD7. I was treated courteously by the staff, and (if asked for help) the staff was helpful.						
SQD8. I got what I needed from the government office, or (if denied) denial of request was sufficiently explained to me.						

Suggestions on how we can further improve our services (optional):

THANK YOU!



ANNEX B: CLIENT DEMOGRAPHICS (INTERNAL AND EXTERNAL)

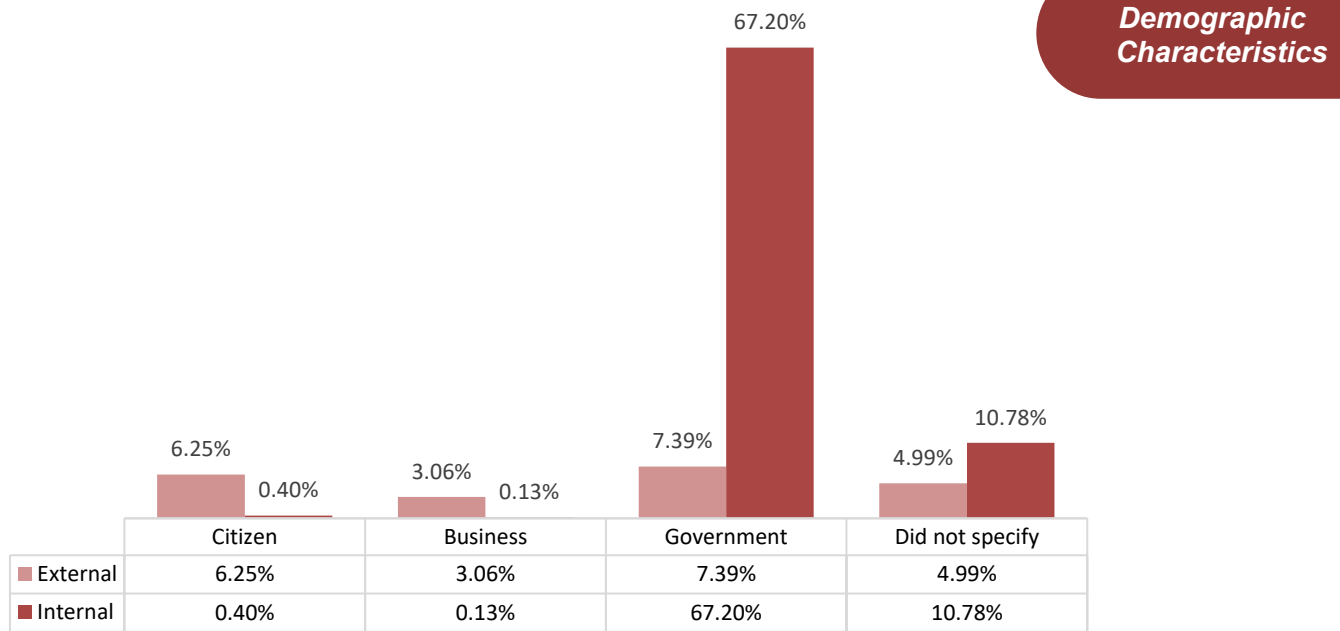


Figure 5 : Comparative Breakdown of Respondent Types of Internal and External CCP Clients

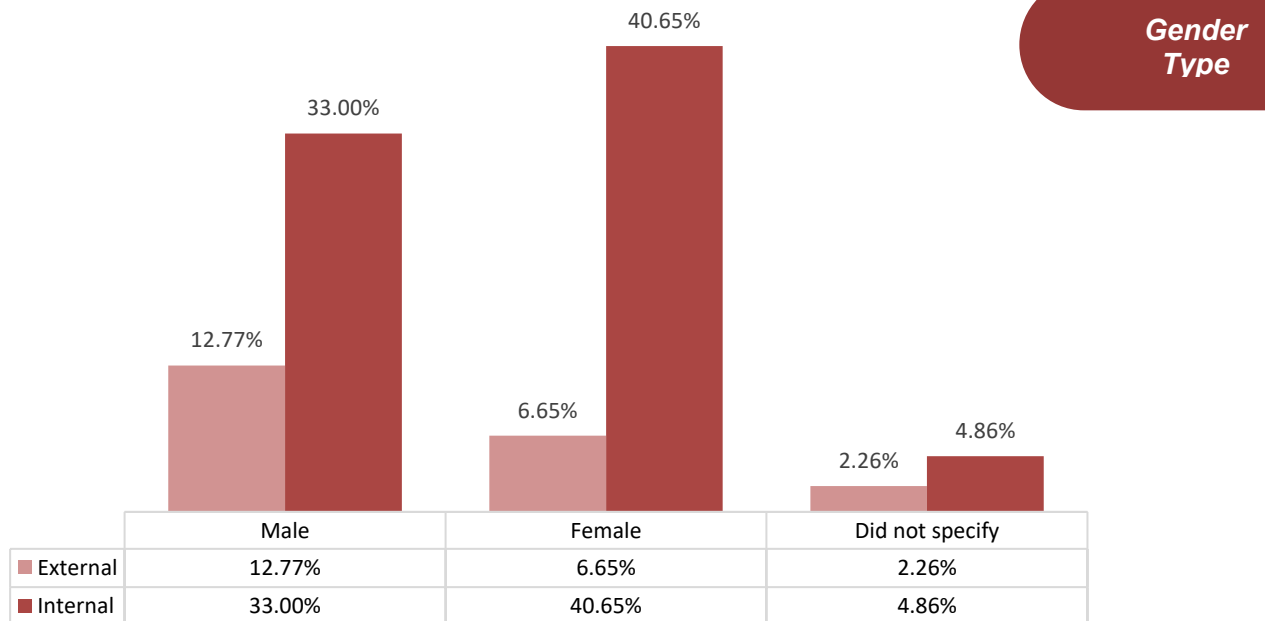


Figure 6 : Comparative Breakdown by Gender of Internal and External CCP Clients



Age Distribution

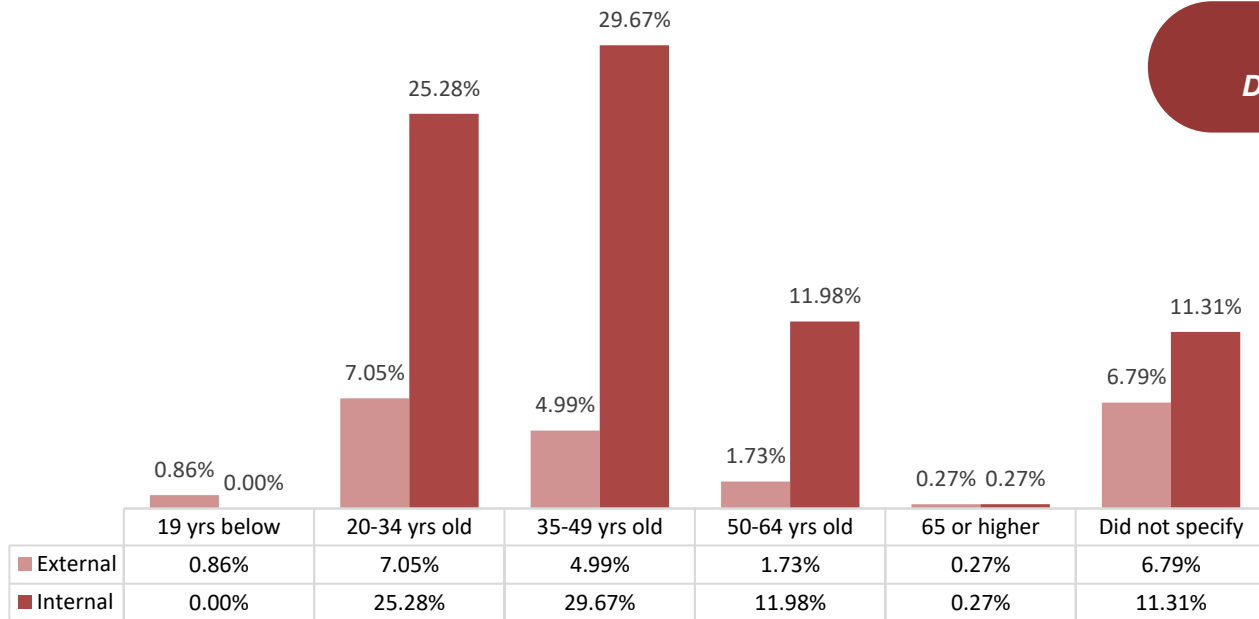


Figure 7 : Comparative Breakdown by Age Distribution of Internal and External CCP Clients

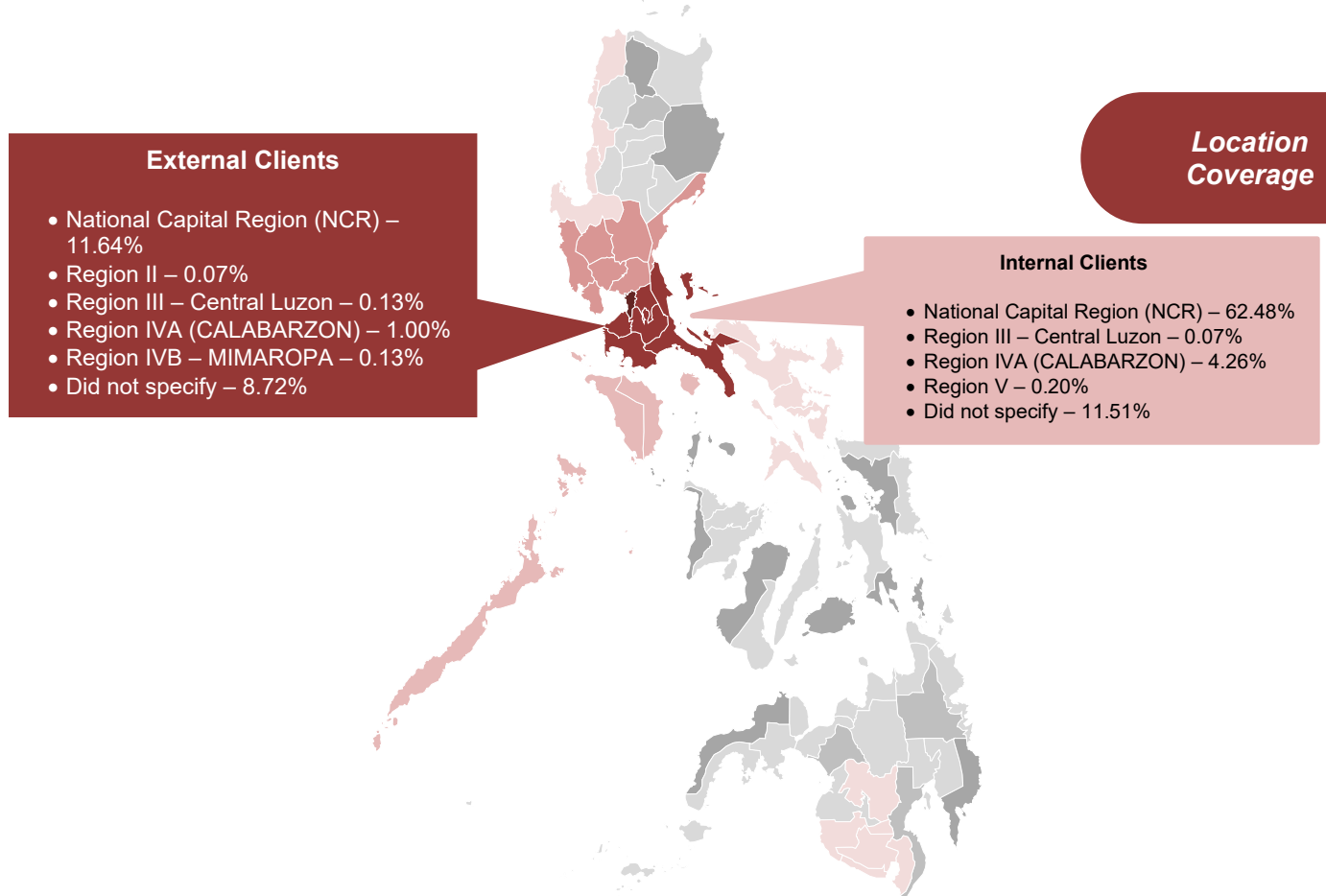


Figure 8: Comparative Lay-out by Location Coverage of Internal and External CSM Clients



ANNEX C: SQD RESULTS OF EACH SERVICES

OVERALL RESULT

Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	NA	Average Rating	Total Responses	Overall
SQD0	6	2	1	420	1077	0	4.70	1506	99.40%
Responsiveness	5	9	8	432	1020	32	4.66	1506	98.51%
Reliability	5	1	6	418	1072	4	4.70	1506	99.20%
Access and Facilities	5	1	38	109	624	729	4.73	1506	94.34%
Communication	5	1	42	130	1265	63	4.84	1506	96.67%
Costs	6	7	6	87	384	1016	4.71	1506	96.12%
Integrity	7	2	1	286	1196	14	4.78	1506	99.33%
Assurance	6	1	2	278	1211	8	4.79	1506	99.40%
Outcome	5	1	2	301	1180	17	4.78	1506	99.46%
TOTAL	50	25	106	2461	9029	1883	4.75	13554	98.45%

EXTERNAL SERVICES

Reservation of Theater Venues									
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	NA	Average Rating	Total Responses	Overall
SDQ0	2	0	0	0	16	0	4.56	18	88.89%
Responsiveness	2	0	0	0	13	3	4.47	18	86.67%
Reliability	2	0	0	0	16	0	4.56	18	88.89%
Access and Facilities	0	0	1	0	11	6	4.83	18	91.67%
Communication	0	0	0	0	16	2	5.00	18	100%
Costs	2	0	0	0	10	6	4.33	18	83.33%
Integrity	2	0	0	0	16	0	4.56	18	88.89%
Assurance	2	0	0	0	16	0	4.56	18	88.89%
Outcome	2	0	0	1	15	0	4.50	18	88.89%
TOTAL	14	0	1	1	129	17	4.59	162	89.66%

Rental of Costumes									
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	NA	Average Rating	Total Responses	Overall
SDQ0	0	0	0	0	18	0	5.00	18	100%
Responsiveness	0	0	0	1	17	0	4.94	18	100%
Reliability	0	0	0	1	17	0	4.94	18	100%



Access and Facilities	0	0	0	0	18	0	5.00	18	100%
Communication	0	0	0	1	17	0	4.94	18	100%
Costs	0	0	0	1	17	0	4.94	18	100%
Integrity	0	0	0	1	17	0	4.94	18	100%
Assurance	0	0	0	0	18	0	5.00	18	100%
Outcome	0	0	0	0	18	0	5.00	18	100%
TOTAL	0	0	0	5	157	0	4.97	162	100%

Rental of Equipment									
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	NA	Average Rating	Total Responses	Overall
SDQ0	0	0	0	2	5	0	4.71	7	100.00%
Responsiveness	0	0	0	0	7	0	5.00	7	100.00%
Reliability	0	0	0	0	7	0	5.00	7	100.00%
Access and Facilities	0	0	0	0	7	0	5.00	7	100.00%
Communication	0	0	0	0	7	0	5.00	7	100.00%
Costs	0	0	0	0	3	4	5.00	7	100.00%
Integrity	0	0	0	0	7	0	5.00	7	100.00%
Assurance	0	0	0	0	7	0	5.00	7	100.00%
Outcome	0	0	0	0	7	0	5.00	7	100.00%
TOTAL	0	0	0	2	57	4	4.97	63	100.00%

Selling of Tickets									
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	NA	Average Rating	Total Responses	Overall
SDQ0	0	0	1	7	21	0	4.69	29	96.55%
Responsiveness	0	0	2	8	19	0	4.59	29	93.10%
Reliability	0	0	1	7	20	1	4.68	29	96.43%
Access and Facilities	0	0	2	7	20	0	4.62	29	93.10%
Communication	0	0	3	5	20	1	4.61	29	89.29%
Costs	0	0	2	6	21	0	4.66	29	93.10%
Integrity	0	0	1	4	24	0	4.79	29	96.55%
Assurance	0	0	1	2	26	0	4.86	29	96.55%
Outcome	0	0	1	6	22	0	4.72	29	96.55%
TOTAL	0	0	14	52	193	2	4.69	261	94.59%

Use of CCP Open Spaces as a venue of Events, Commercial/ Film Shooting, Fun Run, Pass Through and Physical Fitness									
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	NA	Average Rating	Total Responses	Overall
SDQ0	0	0	0	4	46	0	4.92	50	100%
Responsiveness	0	0	0	5	45	0	4.90	50	100%
Reliability	0	0	1	6	43	0	4.84	50	98%



Access and Facilities	0	0	1	4	44	1	4.88	50	97.96%
Communication	0	0	1	6	43	0	4.84	50	98%
Costs	0	0	2	7	39	2	4.77	50	95.83%
Integrity	0	0	0	4	46	0	4.92	50	100%
Assurance	0	0	0	2	48	0	4.96	50	100%
Outcome	0	0	0	6	43	1	4.88	50	100%
TOTAL	0	0	5	44	397	4	4.88	450	98.88%

Use of CCP Recreational Space (Basketball and Cricket)									
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	NA	Average Rating	Total Responses	Overall
SDQ0	0	0	0	13	48	0	4.79	61	100%
Responsiveness	0	0	0	15	46	0	4.75	61	100%
Reliability	0	0	0	15	46	0	4.75	61	100%
Access and Facilities	0	0	0	12	49	0	4.80	61	100%
Communication	0	0	0	15	46	0	4.75	61	100%
Costs	0	1	0	14	35	11	4.66	61	98%
Integrity	0	0	0	15	46	0	4.75	61	100%
Assurance	0	0	0	14	47	0	4.77	61	100%
Outcome	0	0	0	15	46	0	4.75	61	100%
TOTAL	0	1	0	128	409	11	4.76	549	99.81%

Use of CCP Lamppost Banner of Advertisement									
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	NA	Average Rating	Total Responses	Overall
SDQ0	0	0	0	2	12	0	4.86	14	100.00%
Responsiveness	0	0	0	2	12	0	4.86	14	100.00%
Reliability	0	0	0	1	13	0	4.93	14	100.00%
Access and Facilities	0	0	0	1	7	6	4.88	14	100.00%
Communication	0	0	0	1	7	6	4.88	14	100.00%
Costs	0	0	0	2	5	7	4.71	14	100.00%
Integrity	0	0	0	1	13	0	4.93	14	100.00%
Assurance	0	0	0	1	13	0	4.93	14	100.00%
Outcome	0	0	0	1	7	6	4.88	14	100.00%
TOTAL	0	0	0	12	89	25	4.88	126	100.00%

Use of CCP Facilities (NAC, CCP Bay, Helipad)									
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	NA	Average Rating	Total Responses	Overall
SDQ0	0	0	0	1	9	0	4.90	10	100.00%
Responsiveness	0	0	0	0	10	0	5.00	10	100.00%



Reliability	0	0	0	0	10	0	5.00	10	100.00%
Access and Facilities	0	0	0	0	10	0	5.00	10	100.00%
Communication	0	0	0	0	10	0	5.00	10	100.00%
Costs	0	0	0	0	9	1	5.00	10	100.00%
Integrity	0	0	0	0	10	0	5.00	10	100.00%
Assurance	0	0	0	0	10	0	5.00	10	100.00%
Outcome	0	0	0	0	10	0	5.00	10	100.00%
TOTAL	0	0	0	1	88	1	4.99	90	100%

Issuance of Certificate of Employment									
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	NA	Average Rating	Total Responses	Overall
SDQ0	0	0	0	19	84	0	4.82	103	100%
Responsiveness	0	0	2	19	79	3	4.77	103	98%
Reliability	0	0	0	19	83	1	4.81	103	100%
Access and Facilities	0	0	0	17	62	24	4.78	103	100%
Communication	0	0	2	17	81	3	4.79	103	98%
Costs	0	1	0	9	21	72	4.61	103	96.77%
Integrity	0	0	0	15	87	1	4.85	103	100%
Assurance	0	0	0	14	89	0	4.86	103	100%
Outcome	0	0	0	11	90	2	4.89	103	100%
TOTAL	0	1	4	140	676	106	4.82	927	99.39%

Request for Service Record									
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	NA	Average Rating	Total Responses	Overall
SDQ0	0	0	0	1	9	0	4.90	10	100.00%
Responsiveness	0	0	0	1	9	0	4.90	10	90.00%
Reliability	0	0	0	1	9	0	4.90	10	100.00%
Access and Facilities	0	0	0	1	9	0	4.90	10	100.00%
Communication	0	0	0	0	9	1	5.00	10	100.00%
Costs	0	0	0	0	7	4	5.00	11	60.00%
Integrity	0	0	0	0	10	0	5.00	10	100.00%
Assurance	0	0	0	0	10	0	5.00	10	100.00%
Outcome	0	0	0	0	10	0	5.00	10	100.00%
TOTAL	0	0	0	4	82	5	4.95	91	95.83%



INTERNAL SERVICES

Installation of Event Banners and Billboards									
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	NA	Average Rating	Total Responses	Overall
SDQ0	1	0	0	0	13	0	4.71	14	92.86%
Responsiveness	1	0	0	1	12	0	4.64	14	92.86%
Reliability	1	0	0	1	12	0	4.64	14	92.86%
Access and Facilities	1	0	0	0	12	1	4.69	14	92.31%
Communication	1	0	1	0	7	5	4.33	14	77.78%
Costs	0	0	0	0	13	0	5.00	13	100%
Integrity	1	0	0	0	13	0	4.71	14	92.86%
Assurance	1	0	0	0	13	0	4.71	14	92.86%
Outcome	1	0	0	0	13	0	4.71	14	92.86%
TOTAL	8	0	1	2	95	20	4.66	126	91.51%

Setup of Venues and Manpower Assistance for Events									
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	NA	Average Rating	Total Responses	Overall
SDQ0	2	1	0	27	64	0	4.60	94	96.81%
Responsiveness	2	6	0	26	57	3	4.43	94	91.21%
Reliability	2	1	0	30	60	1	4.56	94	96.77%
Access and Facilities	4	1	3	14	34	38	4.30	94	85.71%
Communication	4	1	3	15	64	7	4.54	94	90.80%
Costs	2	1	0	12	26	53	4.44	94	92.68%
Integrity	2	1	0	26	65	0	4.61	94	96.81%
Assurance	2	1	0	22	63	6	4.63	94	96.59%
Outcome	2	1	0	26	59	6	4.58	94	96.59%
TOTAL	22	14	6	198	492	114	4.54	846	94.26%

Provision of Transport Services (Motor pool)									
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	NA	Average Rating	Total Responses	Overall
SDQ0	0	0	0	296	382	0	4.56	678	100%
Responsiveness	0	2	0	296	377	3	4.55	678	99.70%
Reliability	0	0	1	281	395	1	4.58	678	99.85%
Access and Facilities	0	0	12	6	38	622	4.46	678	78.57%
Communication	0	0	12	25	622	19	4.93	678	98.18%
Costs	0	1	0	6	16	655	4.61	678	95.65%
Integrity	0	0	0	166	510	2	4.75	678	100%
Assurance	0	0	0	171	507	0	4.75	678	100%
Outcome	0	0	0	182	496	0	4.73	678	100%
TOTAL	0	3	25	1429	3343	1302	4.69	6102	99.42



Submission of Documents for Safekeeping and Issuance of Certified True Copies									
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	NA	Average Rating	Total Responses	Overall
SDQ0	1	1	0	46	334	0	4.86	382	99.48%
Responsiveness	0	1	4	53	304	20	4.82	382	98.62%
Reliability	0	0	3	52	327	0	4.85	382	99.21%
Access and Facilities	0	0	19	43	289	31	4.77	382	94.59%
Communication	0	0	20	43	300	19	4.77	382	94.49%
Costs	2	3	2	26	148	201	4.74	382	96.13%
Integrity	2	1	0	52	316	11	4.83	382	99.19%
Assurance	1	0	1	50	328	2	4.85	382	99.47%
Outcome	0	0	1	49	330	2	4.87	382	99.74%
TOTAL	6	6	50	414	2676	286	4.82	3438	98.03%

Processing of Certificate of Clearance									
Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	NA	Average Rating	Total Responses	Overall
SDQ0	0	0	0	0	12	0	5.00	12	100%
Responsiveness	0	0	0	0	12	0	5.00	12	100%
Reliability	0	0	0	0	12	0	5.00	12	100%
Access and Facilities	0	0	0	0	12	0	5.00	12	100%
Communication	0	0	0	0	12	0	5.00	12	100%
Costs	0	0	0	0	12	0	5.00	12	100%
Integrity	0	0	0	0	12	0	5.00	12	100%
Assurance	0	0	0	0	12	0	5.00	12	100%
Outcome	0	0	0	0	12	0	5.00	12	100%
TOTAL	0	0	0	0	108	0	5.00	108	100%