



Republic of the Philippines
 Department of Agriculture
SUGAR REGULATORY ADMINISTRATION
 Sugar Center Bldg., North Ave., Diliman, Quezon City
 Philippines 1101
 TIN 000-784-336

MEMO- IAD-2019-May-014



MEMORANDUM CIRCULAR NO. 3
 Series of 2019

TO : SUGAR/ MOLASSES/ MUSCOVADO TRADERS
 SUGAR MILLS/ REFINERIES
 FOOD PROCESSORS
 BLOCK FARMS
 MILL DISTRICT DEVELOPMENT COUNCIL (MDDCs)
 BIOETHANOL PRODUCERS
 PLANTERS' ASSOCIATION
 SUGAR INDUSTRY ORGANIZATIONS

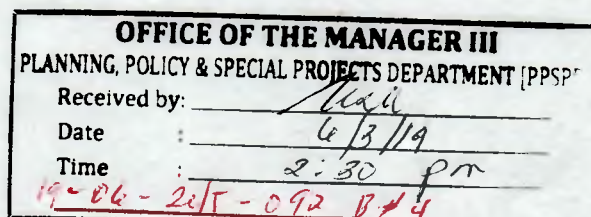
SUBJECT : SRA's Conduct of Third-Party Client Satisfaction Survey for 2018 Rendered Services

SRA, through a service provider will be conducting a nationwide client survey this June 2019 covering services rendered for FY 2018. Our objective is to get a better understanding of our client's satisfaction and engagement with Sugar Regulatory Administration. Your opinions are important to us, and this survey is your chance to express them.

The survey results shall be used for three purposes, to wit:

1. To evaluate the customers' overall satisfaction and awareness of SRA's services, projects/ programs, and activities.
2. To assess performance of SRA's frontline departments to improve client-employee interaction and enhance processes, procedures, and strategies.
3. To understand the needs of SRA's clientele to enhance a better overall customer experience in the future.

The survey shall be conducted by **Kantar TNS Phils.**, an independent survey company, which will conduct a face to face survey interview. All responses will remain strictly anonymous and confidential, and shall not be traced back to you. Management will only see combined data for grouped respondents. However, please be thoughtful, honest, and constructive when you answer the survey.



We would like to encourage you to participate in order to provide valuable feedbacks. Your feedbacks will help us know the quality of services we render to our clientele. This will help us know where we can do better. This will provide you an opportunity to express your opinions regarding a wide range of topics.

We would like to get 100% participation in order to ensure that each and every client's voice is heard. When you do receive the survey request, we would greatly appreciate if you could give it your prompt attention.

The survey results will be acted upon. Policies that need changing will be considered. Front liners who lack skills will be coached and those who create excellence will be recognized. The amount of communication, upward and downward, will increase. Overall, Sugar Regulatory Administration will be better serving its clientele.

Thank you for devoting your time and providing constructive input.

For the information of all concerned stakeholders.

By the Authority of the Sugar Board:

HERMENEGILDO R. SERAFICA
Administrator

