



## Customer Satisfaction Survey

December 2021

**Disclaimer: While Bhutan InfoComm and Media Authority attempted to provide accurate materials and reliable analysis, it will not be liable for any claim by any party acting on such information.**

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## 1. Introduction

Bhutan InfoComm and Media Authority (BICMA) is an autonomous government agency established in 2006 as per Information Communications and Media Act of Bhutan. It is a converged regulatory body to ensure that all Bhutanese have access to quality ICT and media services at affordable prices. It is necessary to measure and analyse its regulatory functions through customer survey to enhance public service delivery. The Authority extends various services to its clients through licensing and this report highlights the findings and establishes whether its clients are satisfied with the services rendered by the Authority. Further, the report provides opinions of the clients in relation to efficacy of the Authority and a reference point to compare with future studies.

## 2. Data Analysis and Interpretation

The Customer Satisfaction Survey is first of its kind conducted by the Authority as part of its Organizational Improvement Plan. The survey covers whole of Bhutan and respondents were drawn from the active list of clients (415) maintained by the Authority. The survey was carried out using the online Google form. The survey form was sent to all of its clients via email. In addition, the printed survey forms were distributed at its convenience to the clients within Thimphu Thromde for better responsiveness. However, only 60 clients in total took part in the survey in which 21 clients had availed more than one service from the Authority.

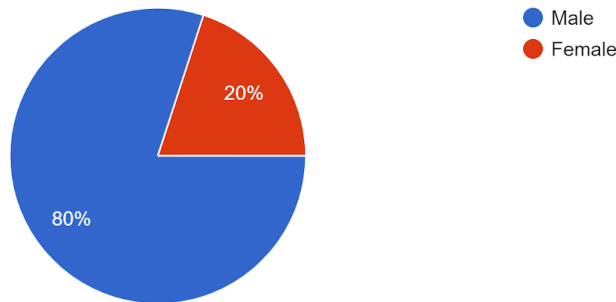
The survey covered the 8 areas;

- ❖ Ease of availing the services
- ❖ Responsiveness to the query and concerns
- ❖ Feeling of being comfort while availing the services
- ❖ Friendliness of the dealing officials
- ❖ Knowledge, skills and abilities of the dealing officials
- ❖ Timeliness of the service delivery
- ❖ Overall satisfaction from the support and services
- ❖ Efficiency of receptionist service

The clients were also asked for their opinion about our organization and measures to improve our services. The data analysis and interpretation are presented below.

## Figure 1: Gender Ratio of the Respondents

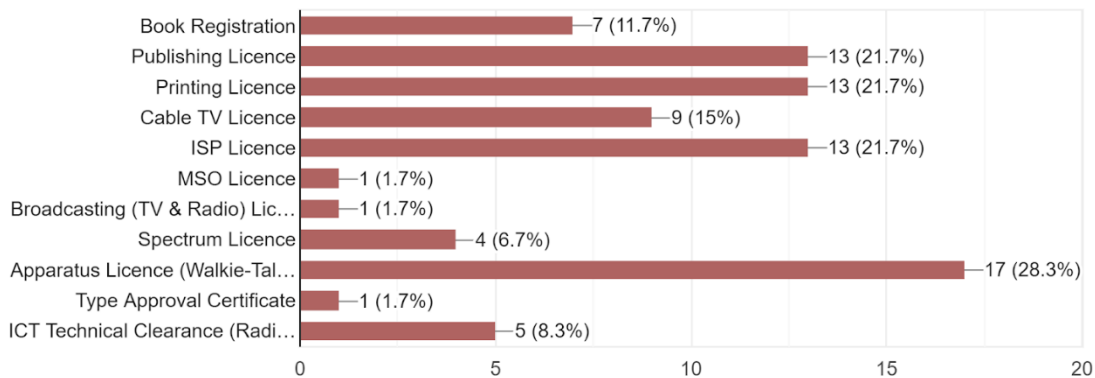
1. Gender  
60 responses



The majority of the respondents were male. Out of 60 respondents, 48 were male and 12 were female as shown in Figure 1.

## Figure 2: Types of Service Availed

2. Types of service availed?  
60 responses



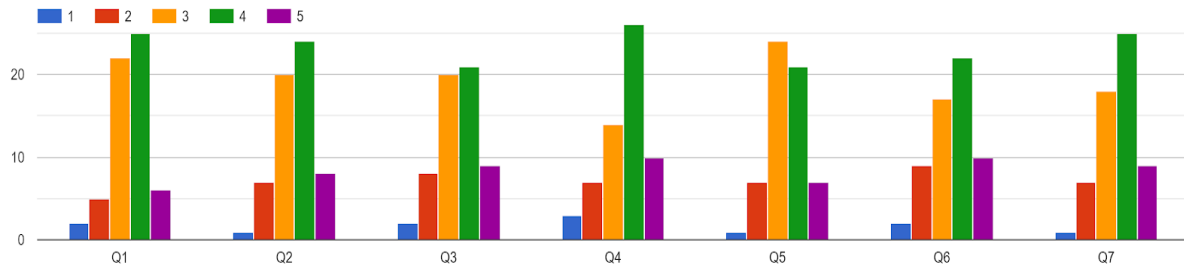
The maximum respondents were from Apparatus Licensees. There were 17 respondents as shown in Figure 2.

## Figure 3: Customer Satisfaction Experienced

In this survey, customer satisfaction was measured through the experience of the clients in availing the different types of service including front desk receptionist service rendered by the Authority.

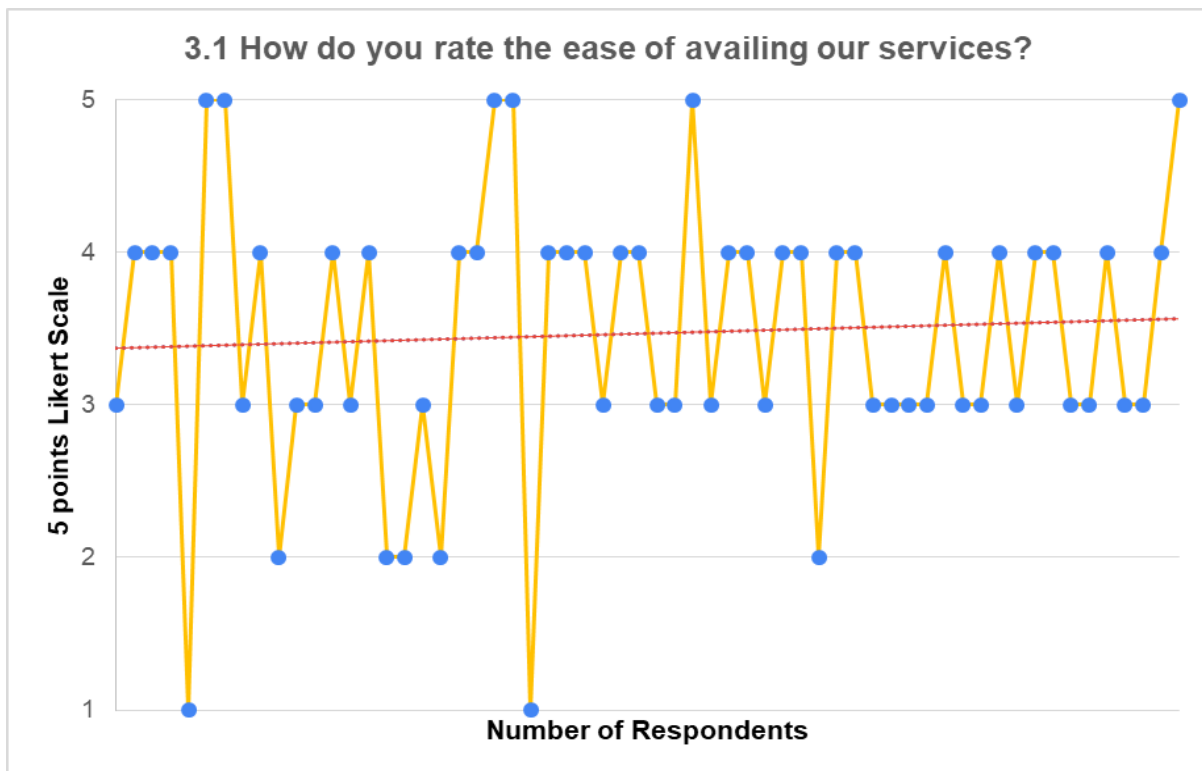
The 5 points Likert scale was used to indicate the degree of agreement (1= "Poor", 2="Fair", 3="Good", 4="Very Good" and 5="Excellent").

3. Customer Satisfaction. Please rate from 1 to 5 (1 = "Poor", 2 = "Fair", 3 = "Good", 4 = "Very Good" and 5 = "Excellent")

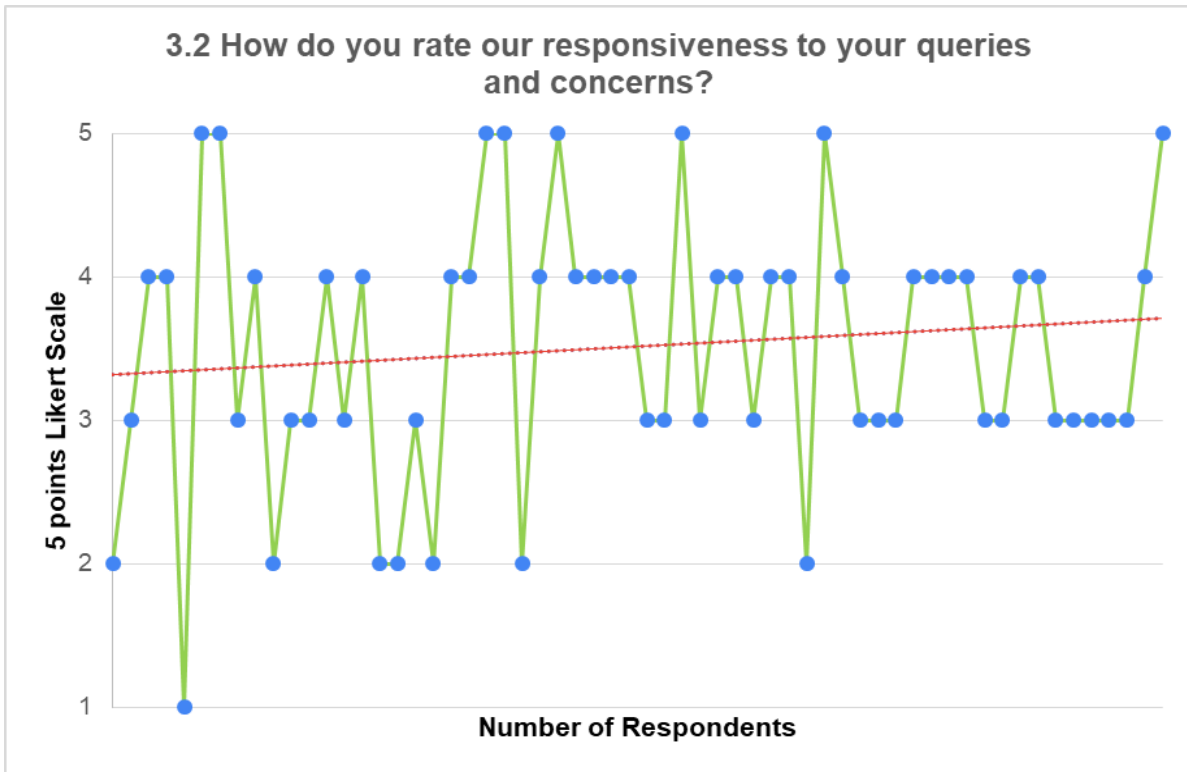


In the figures given below, each event is categorised into 5 levels from 1-5. The dot represents the number of respondents. The trend line indicates the general pattern or overall direction of the data for the given event.

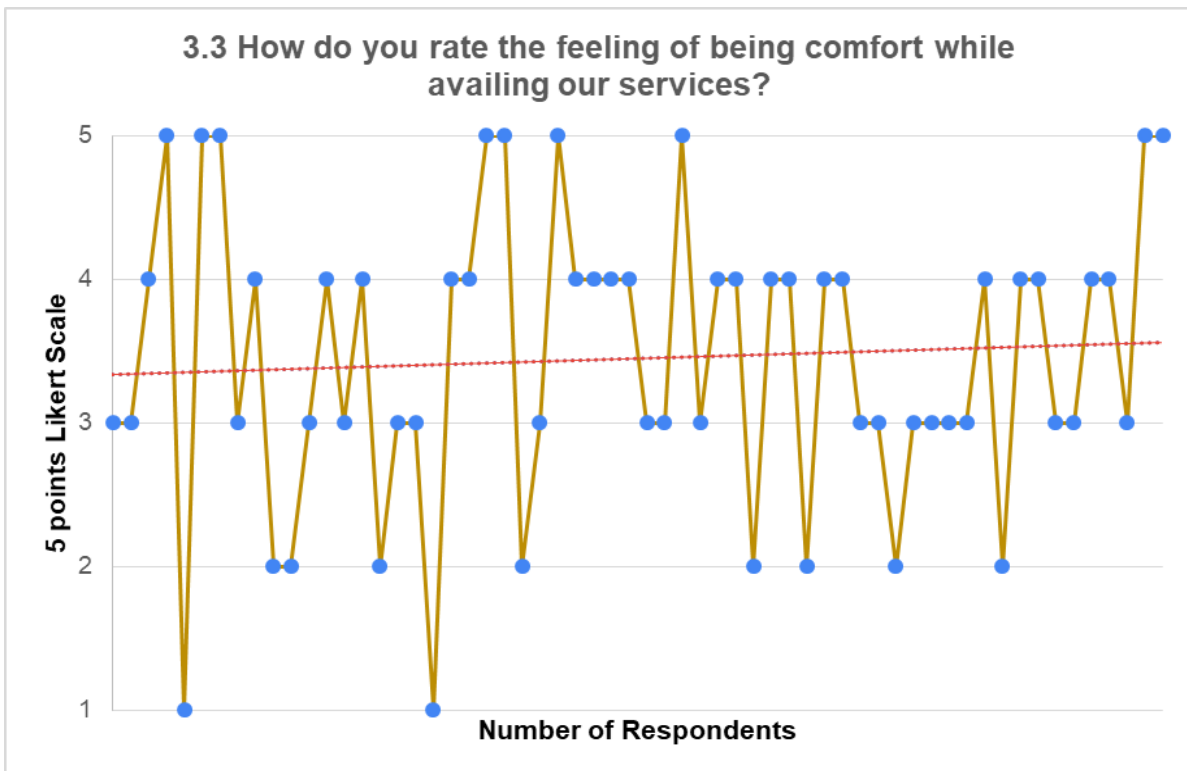
Figure 3.1: Ease of availing the services



**Figure 3.2: Responsiveness to queries and concerns**



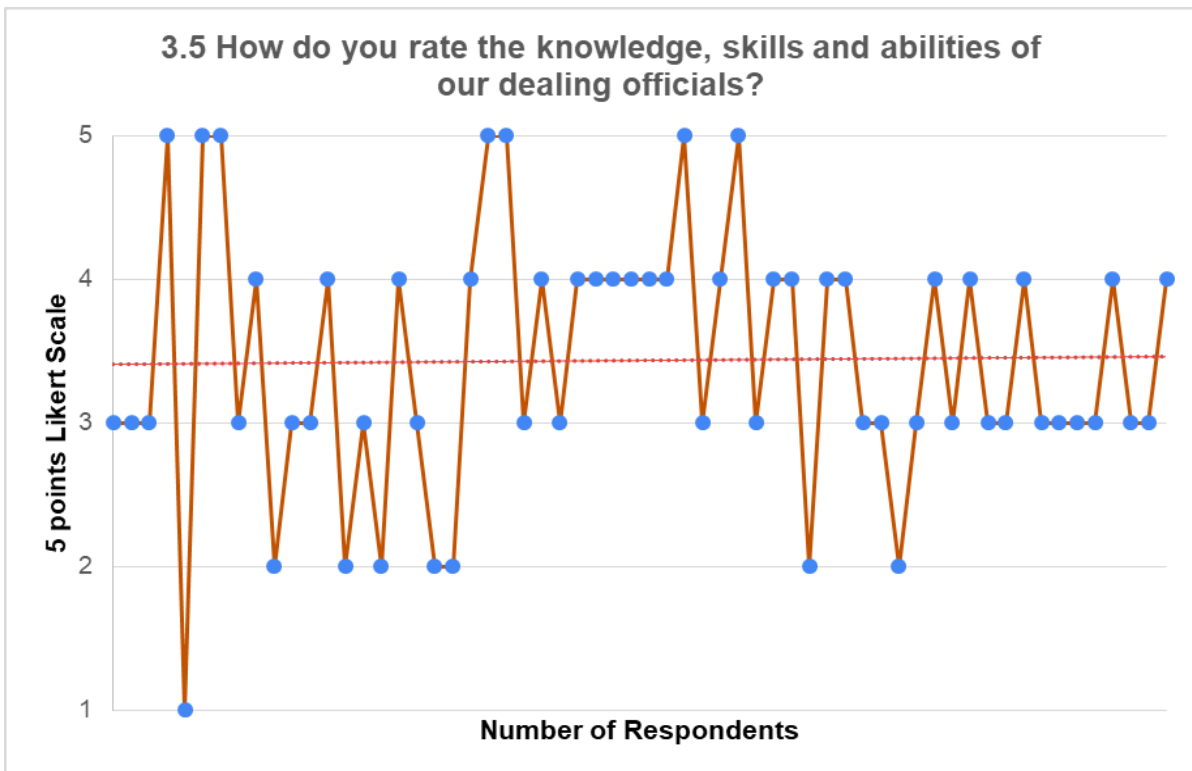
**Figure 3.3: Feeling of being comfort while availing the services**



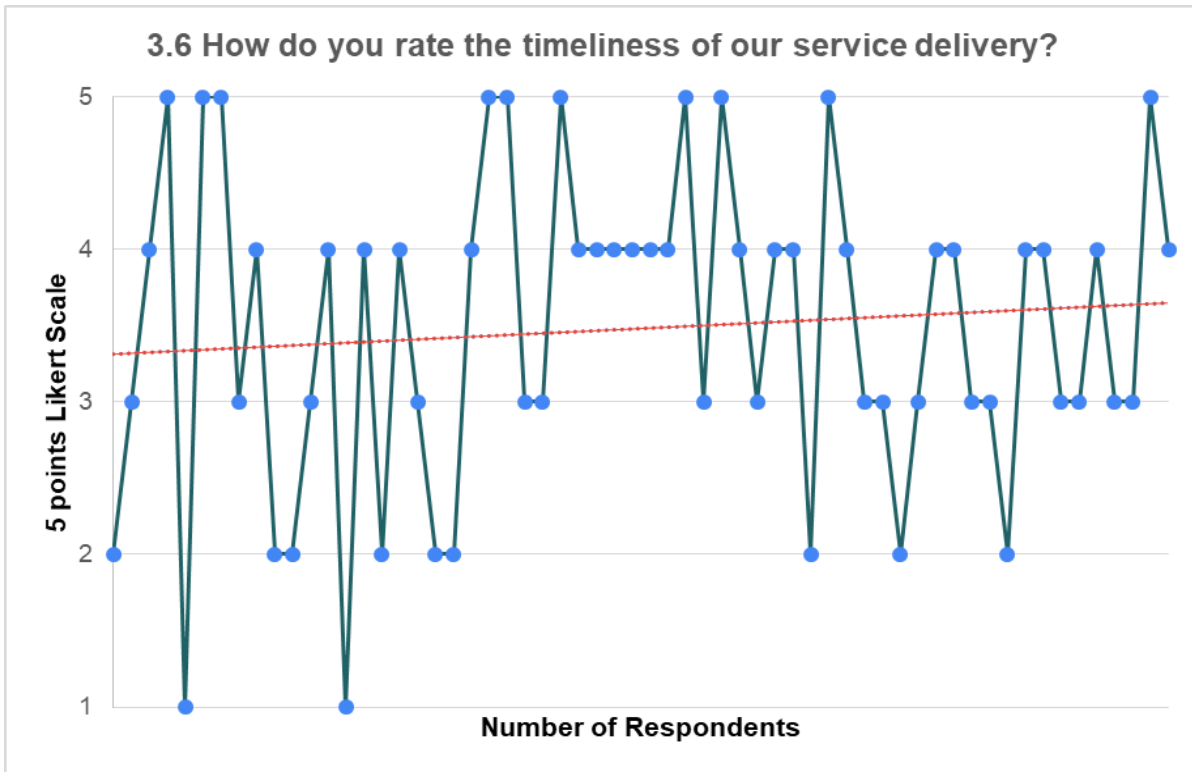
**Figure 3.4: Friendliness of the dealing officials**



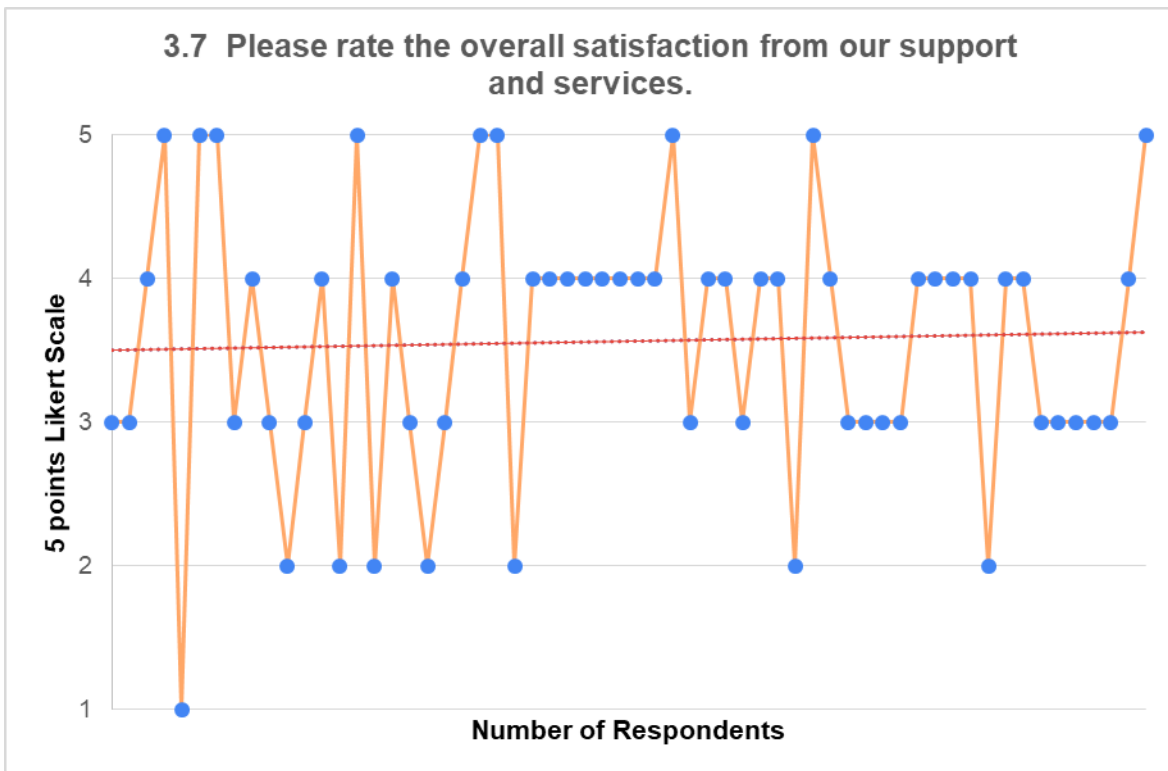
**Figure 3.5: Knowledge, skills and abilities (KSA) of the dealing officials**



**Figure 3.6: Timeliness of the service delivery**



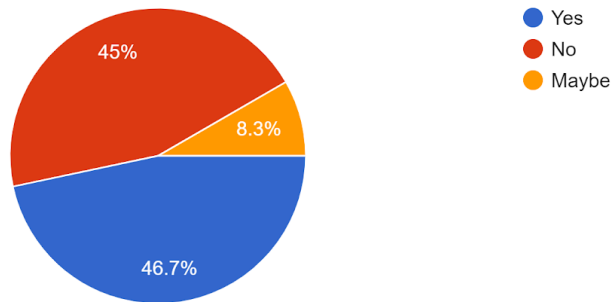
**Figure 3.7: Overall satisfaction from the support and services**





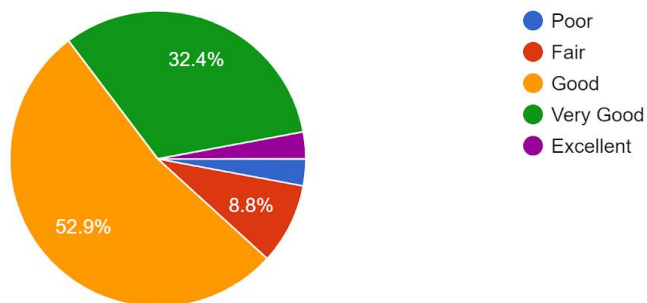
## Figure 4: Use of Receptionist Service

4. Have you ever availed our front desk receptionist service? If yes, please go to Question No. 5  
60 responses

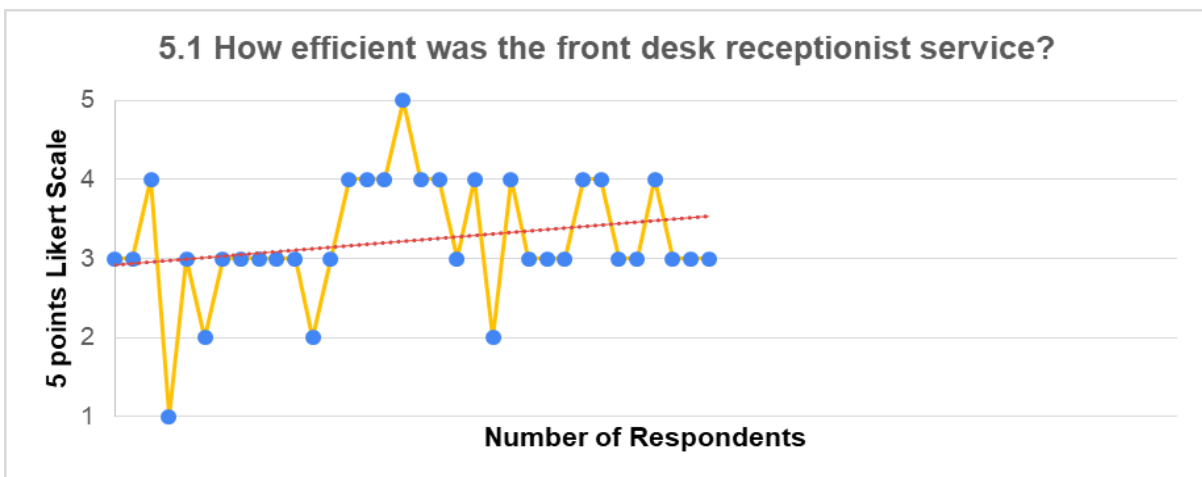


## Figure 5: Efficiency of the Receptionist Service

5. How efficient was the front desk receptionist service?  
34 responses



### Figure 5.1: Efficiency of the front desk receptionist service



### **3. Findings and Results**

There were 60 respondents (48 Male and 12 Female) out of 415 population. The data for each event are mostly clustered at "Good" or "Very Good" points showing positive trend. This result may not represent the whole population as the required sample size is small compared to its clients' population. At least 200 sample size is required for the population of 415 at 95% confidence level with 3-5% margin of error to produce statistically significant results. However, sample size of 60 which is at 90% confidence level with 10% margin of error is acceptable when there is no previous studies.

### **4. Limitations**

1. Lack of previous studies.
2. Small Sample Size.
3. Absence of external enumerators.

### **5. Conclusion and Recommendations**

The clients shared their opinions about us and our services and identified measures to improve our services as listed below.

#### **What our clients say?**

- ❖ The Authority is doing well with the limited human resources.
- ❖ The services are at par excellence. Impressed by the service offered. Doing pretty well compared to past years.
- ❖ The officials remind us well before the due date for renewal of our licenses.
- ❖ The dealing officials are approachable and supportive while availing the services. However, some officials are not friendly with the clients and reluctant to provide prompt services.
- ❖ It was observed that the renewed certificates are misplaced for which additional resources and times are wasted to obtain duplicate copies.
- ❖ Authority needs to be far sighted and up-to date with the new technologies.
- ❖ Lack of support to register the Bhutanese books at international registration platforms.

### **What our clients expect?**

- ❖ The Authority need to digitalize the services. This will greatly expedite the services and reduce the corrupt practices.
- ❖ The Authority needs to act promptly as per the regulations and directives issued. The delay in action shows the ineffectiveness and seriousness of the Authority. The whole purpose of being the Authority is defeated when the rules and regulations are not properly implemented or regularly monitored.
- ❖ Authority to look into the problems of infrastructure sharing and support the ISPs for better service delivery.
- ❖ Authority needs to have adequate HR with required skills to address the issues/services.
- ❖ Outsourcing of printing works need to be controlled in collaboration with the relevant agencies to keep the work within Bhutan. Printing firms need to be protected from others who are printing with trade licenses or non-printing licenses. The Authority need to visit the firms and timely monitor the unlicensed activities.
- ❖ BICMA is a professional service regulator. The officials need to be provided with enhanced orientation programs. It would be better to have trained and service oriented officials.
- ❖ Looking forward for instant services without having to wait for days. Service quality need to be enhanced.
- ❖ Treat all clients equally irrespective of having a personal relationship. The regulator needs to respond properly to the clients while availing the services.
- ❖ Improve the service delivery standards and narrow the bureaucratic burden to support faster service delivery.
- ❖ Meet with the license holders to check the quality of services offered to the public.
- ❖ Service counter be established to avoid unnecessary inconvenience to the service users.

---Thank You---