



Customer Satisfaction Survey Report

(For FY 2021-2022)

འབྲུག་བརྗོད་རྒྱུ་འགྲེལ་དང་བརྗོད་དབང་འཛིན།

Bhutan InfoComm and Media Authority

Royal Government of Bhutan

(July 2022)

Background

The Authority has conducted the customer satisfaction survey based on the services they availed with the aim to enhance public service delivery. The survey was conducted for the financial year 2021-2022. The services delivered by the Authority includes issuance/renewal of license and regulation & monitoring of cable television, Internet leased line service providers, printing presses, publication houses, newspapers, radio stations, ICT equipment type approval, radio spectrum, and radio apparatus.

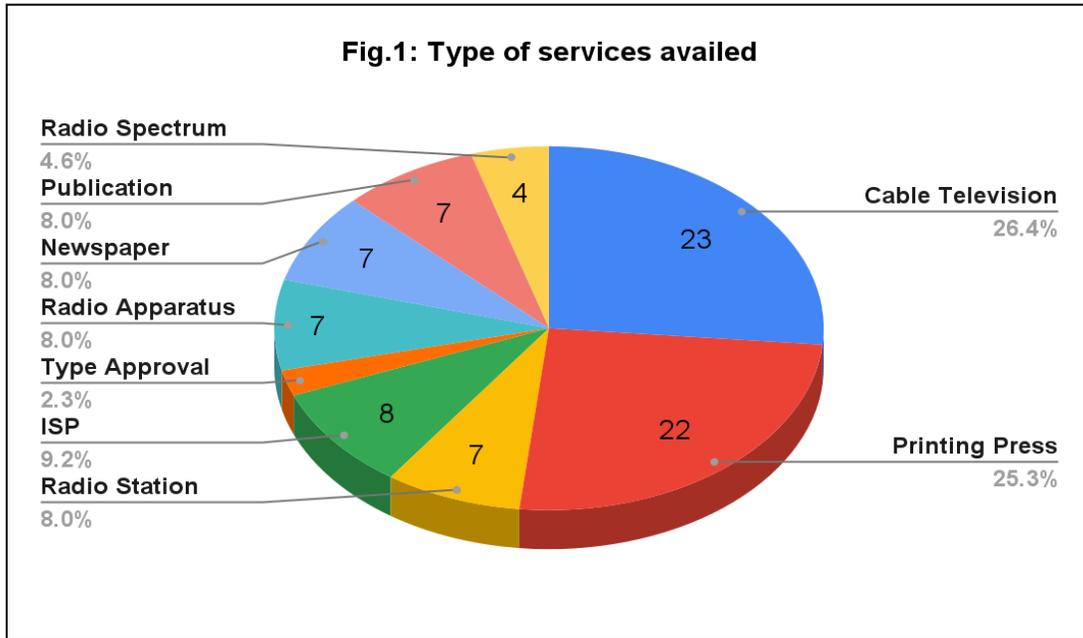
The report not only draws inferences on whether the clients are satisfied or not but also highlights the issues/problems that require immediate remedial action. Further, the report also provides the Authority the room for improvement to ensure that all the customers have access to quality ICT and media services besides measuring the level of satisfaction for the services availed by the clients.

Method

The customer satisfaction survey was conducted by sharing a survey form among the active list of clients maintained by the Authority. The total sample collected for the survey was 88 out of 624 representing 14.1% of the total number of licensees/clients. The number of respondents met the minimum sampling size required for a 90% confidence level with a 10% margin of error. The survey questionnaire is based on four broad themes that consist of customer support satisfaction, friendliness and professionalism of dealing staff, comfortability of customers while availing services and satisfactory level for the timeliness of service delivery. All the clients were made to rate the services they have availed as per their satisfaction and the result was interpreted based on the customer satisfaction score (CSAT).

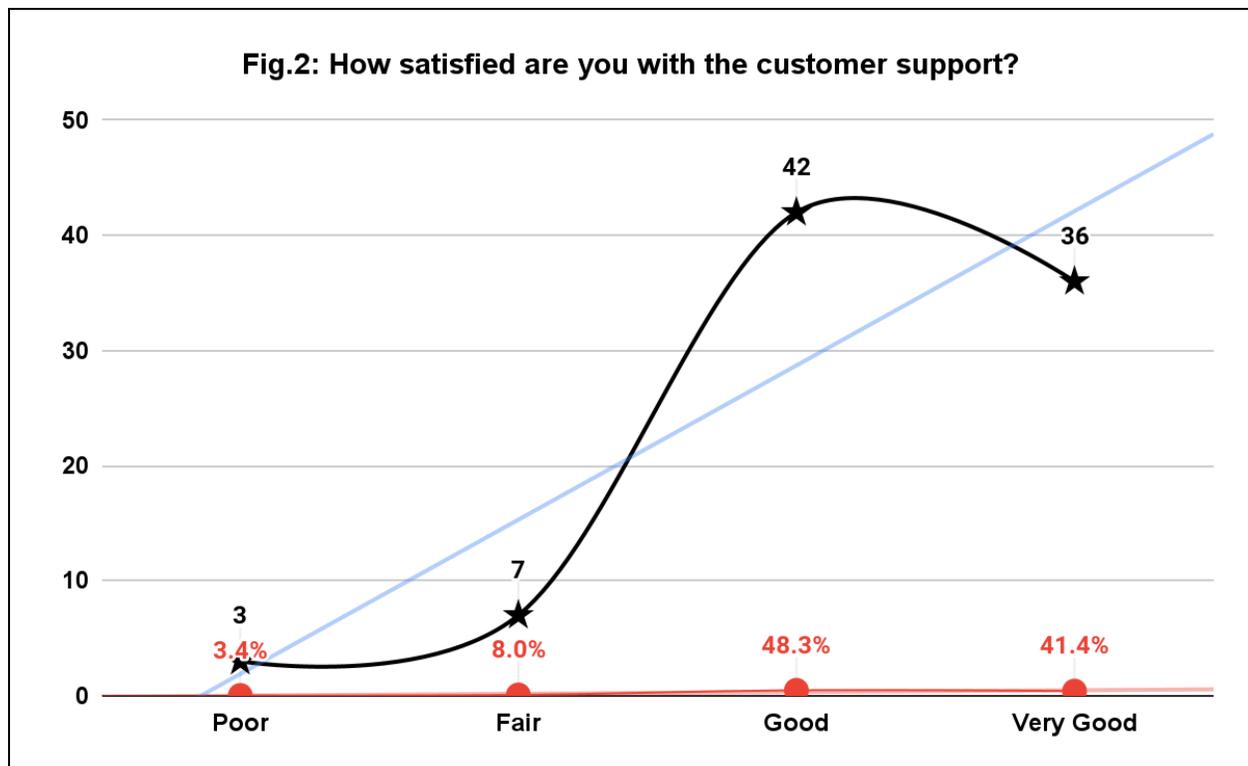
Results and Discussion

1. Type of Services Availed



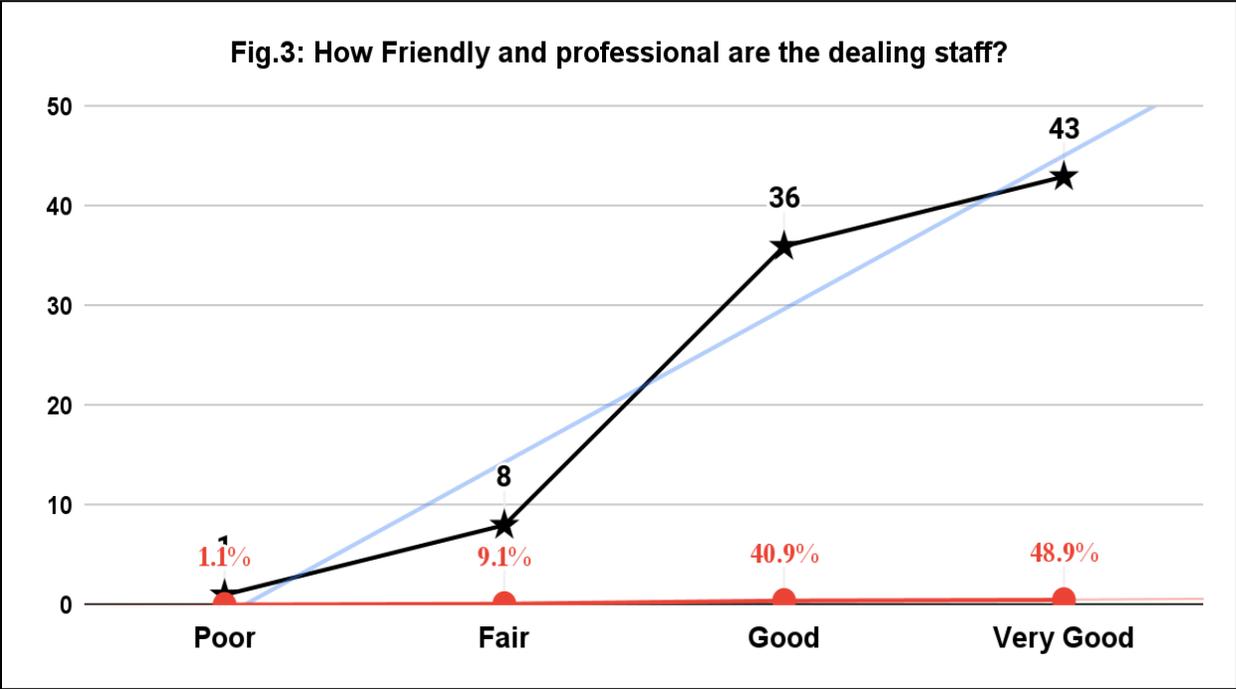
The maximum respondents were the licensees of cable television service providers constituting 26.4% of the total respondents. Whereas, the minimum respondents were the clients of ICT equipment type approval with only 2.3% as shown in the above figure.

2. Customer satisfaction



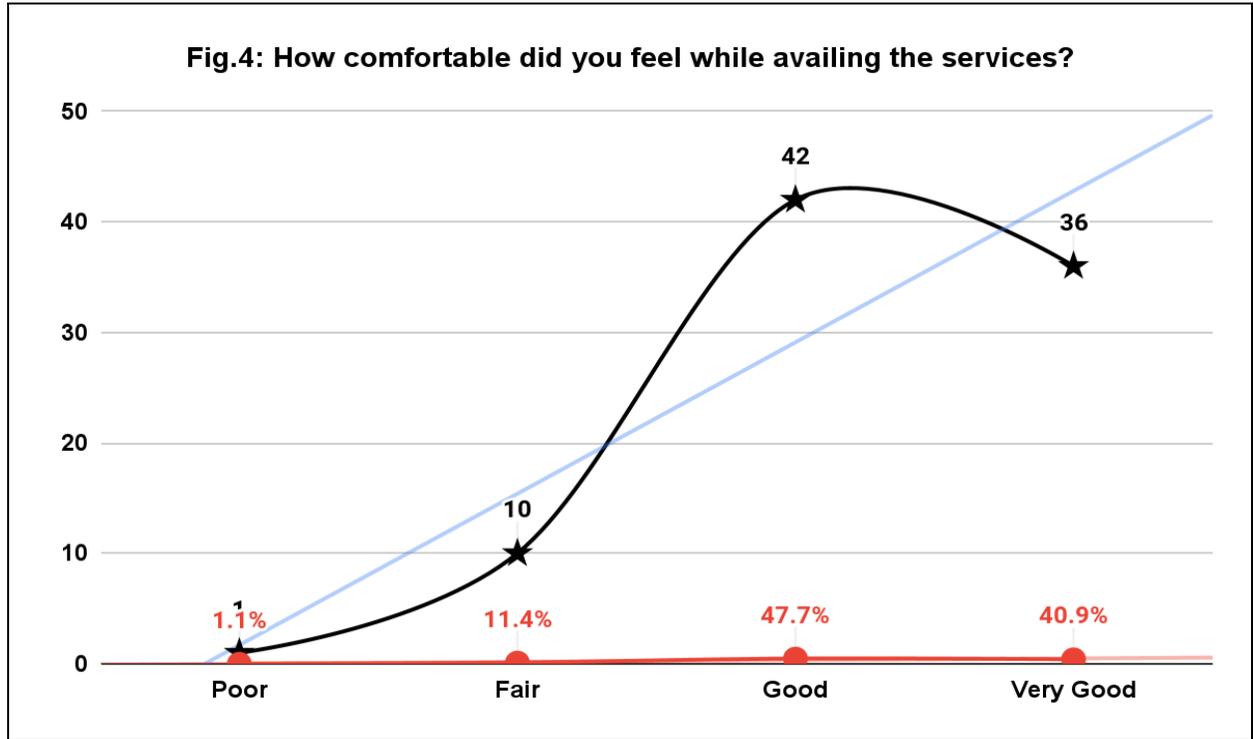
Customer satisfaction for the support rendered by each service provider was measured based on four different ratings, Poor, Fair, Good and Very Good. The overall rating for customer support was Good with a CSAT score of 48.3% followed by Very Good with a CSAT score of 41.4%. Whereas, the Poor rating constituted only 3.4% CSAT score thus indicating that the majority of the customers were satisfied with the support rendered by each service provider.

3. Friendliness and Professionalism of Dealing staff



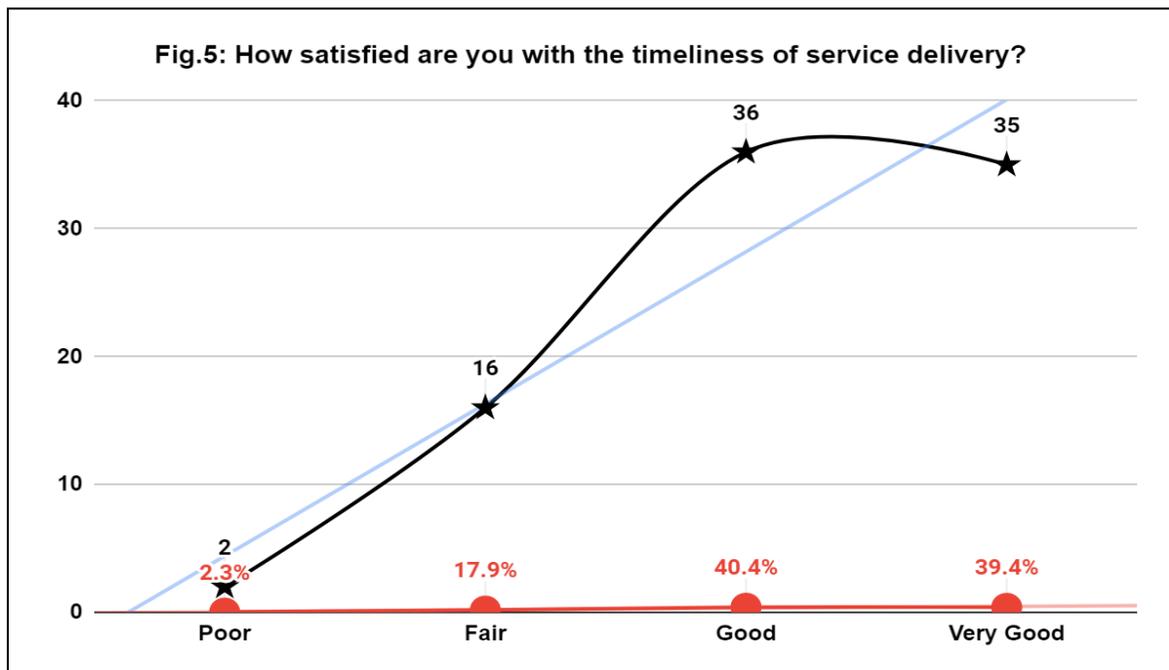
The above figure represents the friendliness and professionalism of dealing staff. It was also measured based on four different ratings, Poor, Fair, Good and Very Good. The overall rating for the friendliness and professionalism of dealing staff was Very Good with a CSAT score of 48.9% followed by Good with a CSAT score of 40.9%. Whereas, the Poor rating accounted for only 1.1% of CSAT score thus indicating a positive trend whereby almost all the dealing staff are found friendly and professional while delivering services to the clients.

4. Comfortability of Customer While Availing the Services



The comfortability of customers while availing the services was also measured based on four different ratings, Poor, Fair, Good and Very Good. The overall rating for the customers' comfortability was Good with a CSAT score of 47.7% followed by a 40.9% CSAT score of Very Good. Since a Poor rating accounts for only a 1.1% CSAT score, it indicates that almost all the customers felt comfortable while availing the services.

5. Timeliness of Service Delivery



The above figure represents the timeliness of service delivery. It was also measured based on four different ratings, Poor, Fair, Good and Very Good. The overall rating for the timeliness service delivery was Good with a CSAT score of 40.9% followed by Very Good with a CSAT score of 39.8%. Whereas, the Poor rating accounted for only 2.3% of CSAT score thus indicating a positive trend whereby almost all the customers were satisfied with the timeliness of service delivery.

6. Feedbacks From Clients

6.1 General Comments

- ❖ Dealing officials are good.
- ❖ All the services are good
- ❖ The Authority needs to have more human resources for efficient service delivery and be firm with the directives.
- ❖ Need to improve dealing professionalism.
- ❖ It would be better if there is an app or message to remind about the license renewal.

6.2 Comments for Cable Television

- ❖ If BICMA could help us in availing cable technicians.
- ❖ Gewog and Dzongkhag must be made aware on any information regarding cable services by sending notice
- ❖ Need to look upon cable operators with less subscribers.
- ❖ Shifting from analog to digital is very difficult and we can't give services like before. Some customers still want to install dishes instead of digital as they face difficulties in its operation being illiterate.
- ❖ Please help cable operators by sending qualified technicians to improve service delivery.
- ❖ Customers are not ready to install the setup box.

6.3 Comments for Printing Press

- ❖ Please watch out on individual publishers not printing in Bhutan but directly printing outside of Bhutan.

6.4 Comments for Publication

- ❖ BICMA Reg. No. need not be printed in color or certificate as it is a waste of resources though looks good in appearance.

6.5 Comments for Radio apparatus

- ❖ Facing difficulty in updating the original license as the office is only in Thimphu.

6.6 Comments for ISP

- ❖ The Authority may look for establishing redundancy in the event of power outages.

Limitation

- Despite repeated reminders from the focal officers, most of the licensees did not respond to the survey.

Conclusion

To enhance public service delivery, the Authority has initiated a customer satisfaction survey based on the services they have availed. Overall customer satisfaction ranges from Good to Very Good. Only a few customers have rated poor service delivery thus indicating that the majority of the customers were satisfied with the services provided by the Authority. The respective divisions should take note of the feedback from the clients and ensure that the submissions are reviewed for better public service delivery.