



Customer Satisfaction Survey Report

(For FY 2022-2023)

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Bhutan InfoComm and Media Authority
Royal Government of Bhutan

1. Background

The Authority has undertaken a comprehensive customer satisfaction survey focused on evaluating the quality of services provided during the fiscal year 2022-2023, with the overarching goal of optimizing public service delivery. The surveyed services encompass a wide array of offerings, including license issuance/renewal, as well as the regulation and monitoring of various entities such as cable television, Internet leased line service providers, printing presses, publication houses, newspapers, radio stations, ICT equipment type approval, book registration, radio spectrum, radio apparatus, VSAT, OTT, film permit/certificate, and journalist accreditation.

The report not only gauges client satisfaction levels but also sheds light on pertinent issues and challenges that necessitate immediate remediation. Additionally, the report identifies areas for potential enhancement, aiming to ensure universal access to top-tier ICT and media services while effectively measuring customer contentment concerning the services available.

In essence, the survey and its ensuing analysis serve as a valuable instrument for the Authority in its endeavor to continually improve service provisions and elevate the overall customer experience in the realm of ICT and media services.

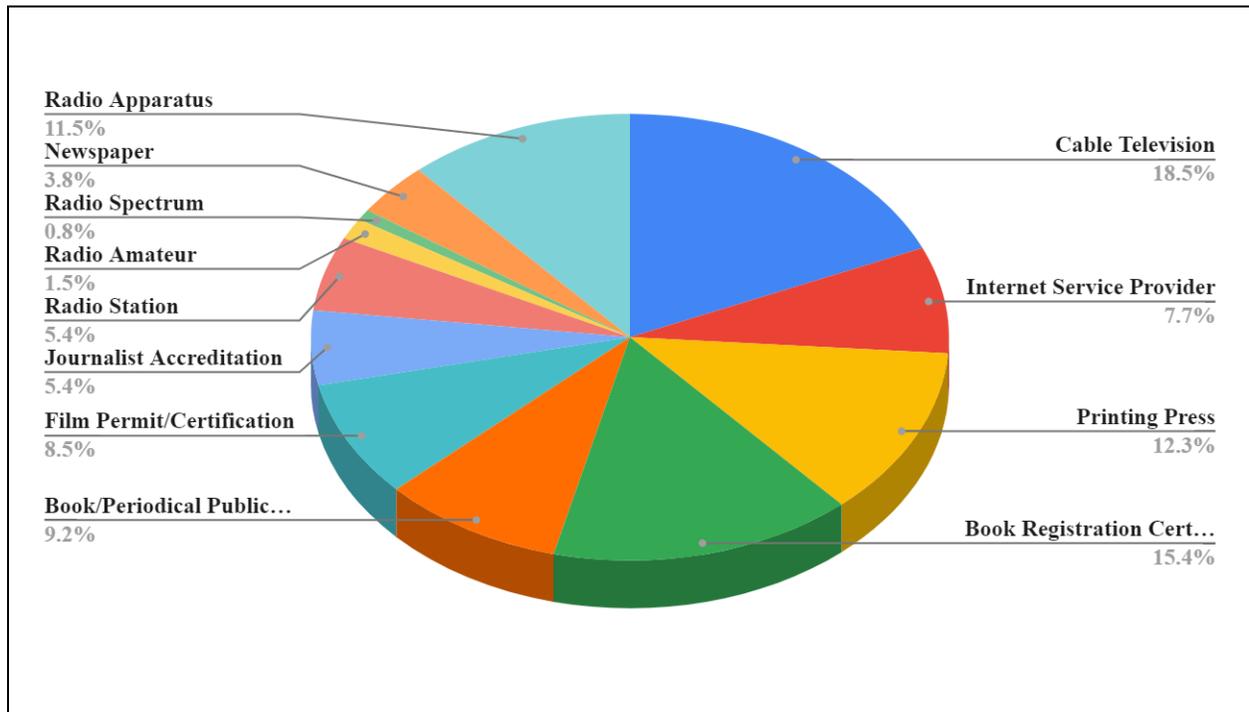
2. Methodology

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 130 out of 623 representing 20.9% of the total number of licensees/clients. The number of respondents met the minimum sampling size required for a 95% confidence level with a 10% margin of error with 50% of population proportion.

The survey questionnaire is based on four broad themes that consist of customer satisfaction for support rendered, 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).

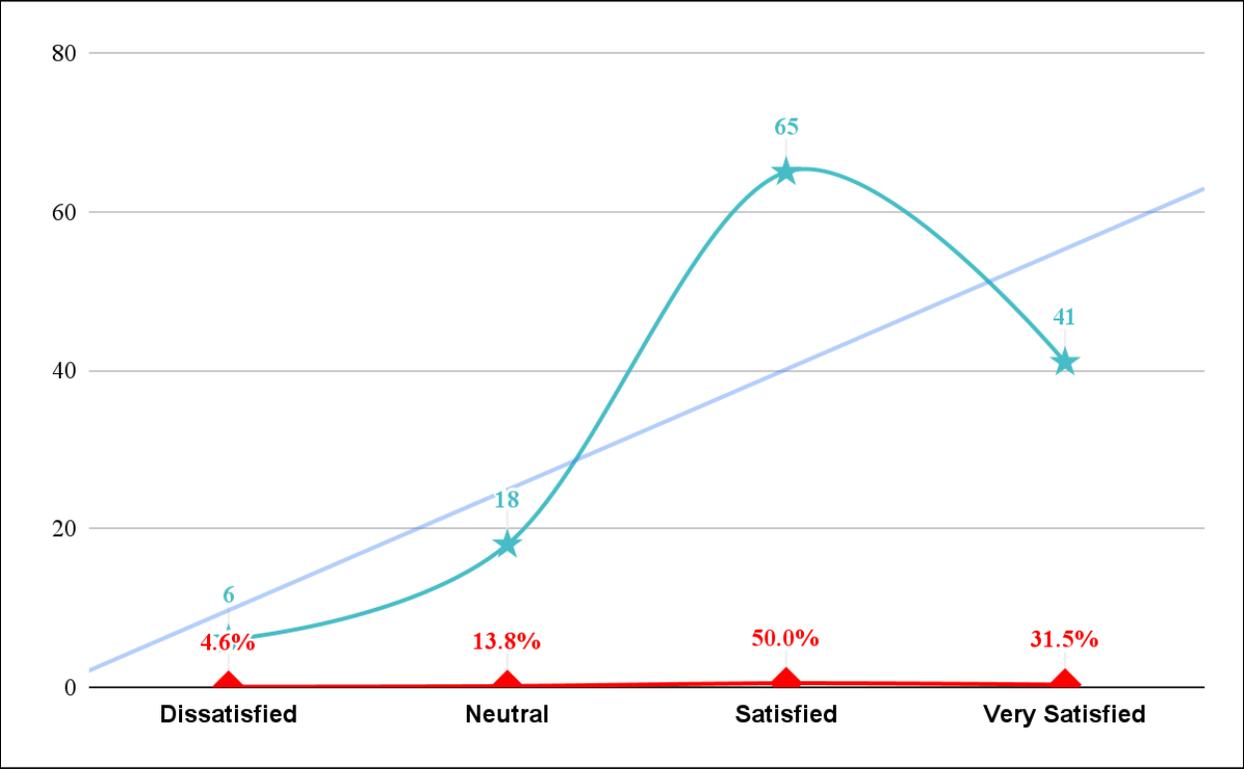
3. Results and Discussion

3.1 Types of services



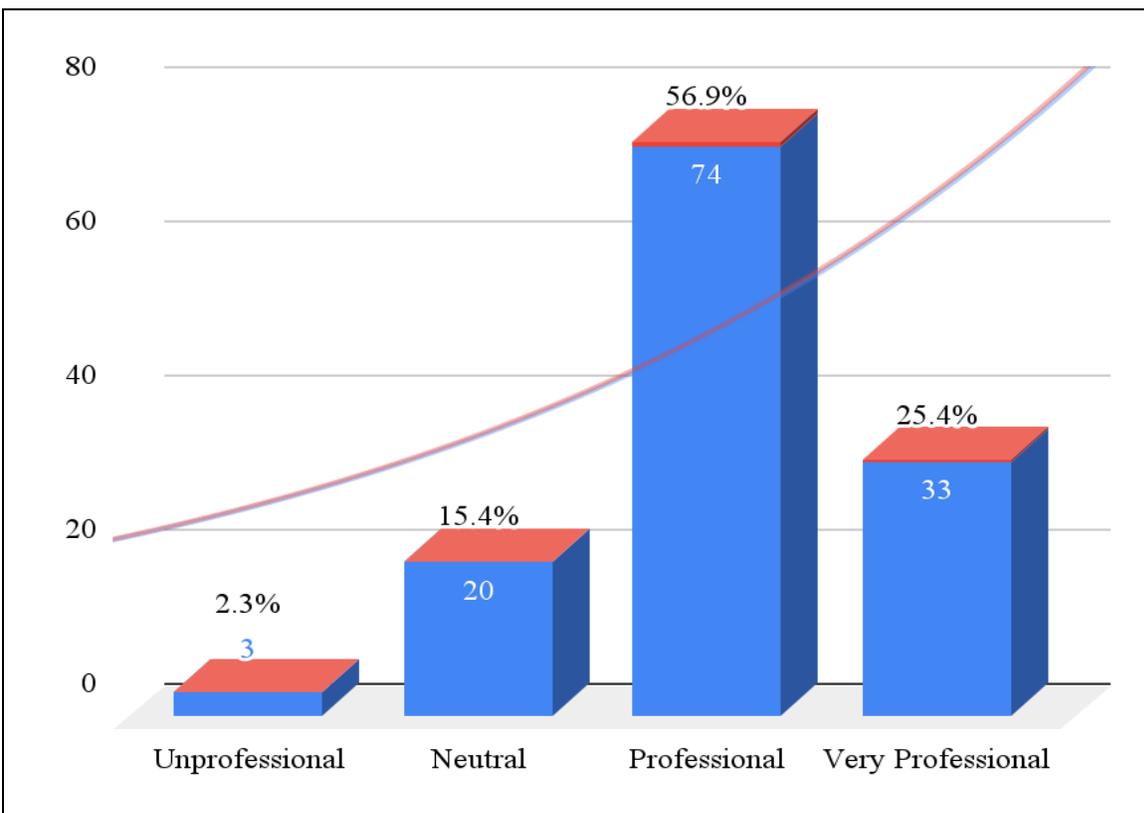
A total of 130 clients have responded to the survey form. The maximum respondents were the licensees of cable television service providers constituting 18.5% of the total respondents. Whereas, the minimum respondents were the clients of radio spectrum with only 0.8% as shown in the above figure. However, there are no responses for OTT, type approval and VSAT.

3. 2 Customer Satisfaction for Support Rendered



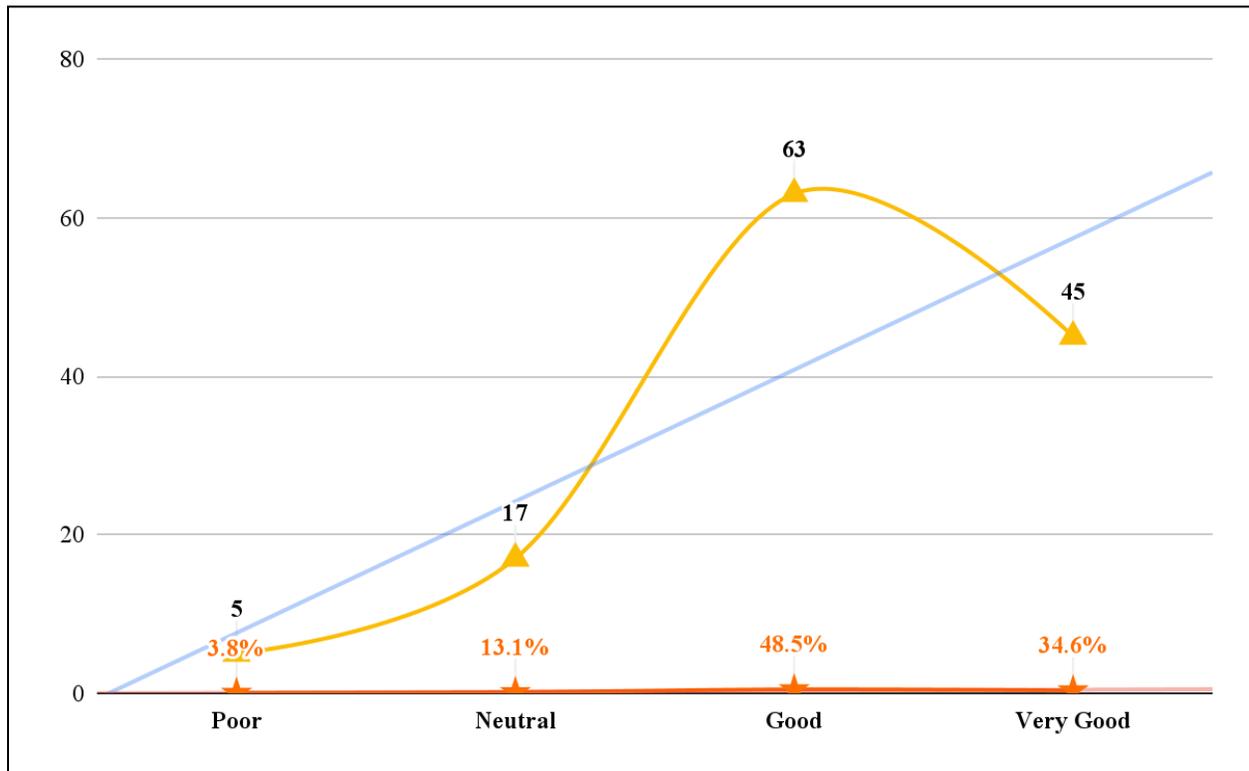
Customer satisfaction for the support rendered by each service provider was measured based on four different ratings, Dissatisfied, Neutral, Satisfied and Very Satisfied. The overall rating for customer support was Satisfied with a CSAT score of 50% followed by Very Satisfied with a CSAT score of 31.5%. Whereas, the Dissatisfied rating constituted only 4.6% CSAT score thus indicating that the majority of the customers were satisfied with the support rendered by each service provider.

3.3 Friendliness and Professionalism of Dealing staff



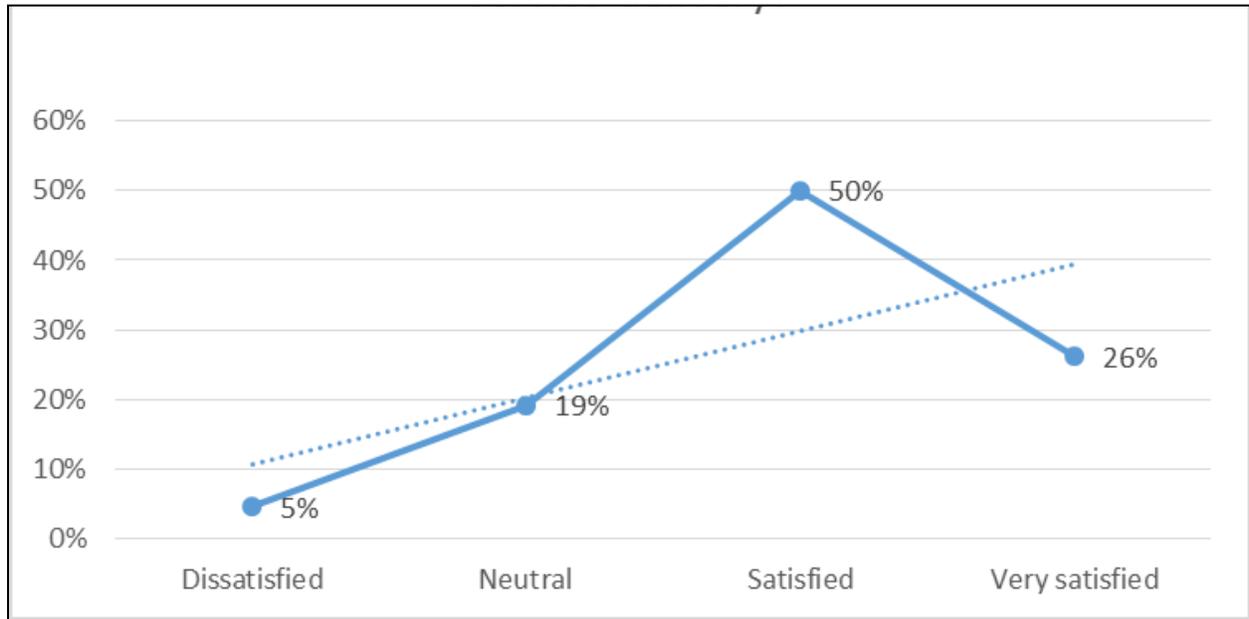
The above figure represents the friendliness and professionalism of dealing staff. It was also measured based on four different ratings, Unprofessional, Neutral, Professional and Very Professional. The overall rating for the friendliness and professionalism of dealing staff was Professional with a CSAT score of 56.9% followed by Very Professional with a CSAT score of 25.4%. Whereas, the Unprofessional rating accounted for only 2.3% 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.

3.4 Comfortability of Customer While Availing the Services



The comfortability of customers while availing the services was also measured based on four different ratings, Poor, Neutral, Good and Very Good. The overall rating for the customers' comfortability was Good with a CSAT score of 48.5% followed by a 34.6% CSAT score of Very Good. Since a Poor rating accounts for only a 3.8% CSAT score, it indicates that almost all the customers felt comfortable while availing the services.

3.5 Timeliness of Service Delivery



The figure above illustrates the punctuality of service delivery, evaluated through four distinct ratings: Dissatisfied, Neutral, Satisfied, and Very Satisfied. The majority of customers expressed satisfaction with the timeliness of service delivery, with the overall rating reaching "Satisfied," achieving an impressive CSAT score of 50%. Moreover, a substantial number of customers were "Very Satisfied" with a CSAT score of 26%. In contrast, the "Dissatisfied" rating accounted for merely 5% of the CSAT score, and the "Neutral" rating represented only 19%. These figures reveal a positive trend, indicating that nearly all customers were content with the promptness of the service provided.

4. Limitations

- Despite multiple reminders issued by the focal officials, a majority of the licensees exhibited limited responsiveness to the survey.

5. 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/unprofessional 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.