



ANTI-MONEY LAUNDERING COUNCIL

CLIENT SATISFACTION MEASUREMENT REPORT

2023 (1st Edition)

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I. Overview:

In compliance with Anti-Red Tape Authority (ARTA) Memorandum Circular (MC) Nos. 2019-002, series of 2019, 2022-004 and 2022-005, series of 2022, on the Guidelines on the Implementation of the Citizen's Charter in Compliance with Republic Act No. 11032, otherwise known as the "Ease of Doing Business and Efficient Government Service Delivery Act of 2018," and its Implementing Rules and Regulations (IRR), the Anti-Money Laundering Council (AMLC) submits its 2023 Year-End Client Satisfaction Measurement Report.

This report encompasses the results of the client satisfaction surveys/forms of the AMLC sub-groups that provide services to its external stakeholders as indicated in its current Citizen's Charter.

The report is provided into two parts: (a) external services provided by the Compliance and Supervision Group (CSG) - Data Collection and Management Unit (DCMU) and (b) external services provided by the Commitments and Policy Group (CPG) - Capacity Building and Communications Staff (CBCS).

II. Scope:

The AMLC conducted the surveys on 23 December 2023 to 31 January 2024. The AMLC released via email a Client Satisfaction Survey answerable through MS forms. The survey used the standard harmonized client satisfaction measurement questionnaire. It asked clients demographical questions, three (3) questions related to the Citizen's Charter, one (1) question related to the client's overall satisfaction with the service availed of, and eight (8) questions related to the following Service Quality Dimensions (SQD):

- a) Responsiveness;
- b) Reliability;
- c) Access and Facilities;
- d) Communication;
- e) Costs;
- f) Integrity;
- g) Assurance; and
- h) Outcome

The services the AMLC surveyed are the following:

External Services	Responses	Total Transactions
Accessing and Uploading Registration Requirements through the AMLC Portal For Certificate of Registration (COR)	108	7,401 ¹
Accessing and Uploading Registration Requirements through the AMLC Portal For Provisional Certificate of Registration (PCOR)		
Issuance of a COR for Designated Non-Financial Businesses and Professions (DNFBPs)		
Accreditation of External Trainers	1	1
Accreditation of Institutional Training Providers	1	1
Requests for lecturers	54	56
Requests for training events	24	24
Total	188	7,483

¹ The response rate is low given that the covered persons are not obligated to respond. Further, the AMLC belatedly discovered that the outgoing emails sent to the Yahoo e-mail addresses were blocked.

The following services had no clients in 2023:

Queries on the AMLC Registration and Reporting Guidelines (ARRG) ²

Accreditation of E-learning providers ³
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In aggregate, 188 people were able to answer the survey, among a population of 7,483. This resulted in a 2.51% response rate for 2023.

² Clear instructional videos are available on the AMLC website.

³ No applications were received for the year 2023.

III. Methodology:

The AMLC released via email a Client Satisfaction Survey answerable through MS forms.

The scoring system of the results are as follows:

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

The Overall score for the 8 SQDs were computed based on the following formula:

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

The interpretation of the results are as follows:

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

IV. Data and Interpretation

A. Demographic Profile

Among the respondents, those aged 20-34 and 35-49 were comparably represented at 36.17% and 32.45%, respectively, while the 50-64 age bracket constituted 23.94% of the survey population. A smaller segment, 7.45%, was made up of individuals 65 or older, and there were no participants under the age of 19 or any who left their age unspecified.

In the survey, females represented over half of the respondents at 58.51%, males accounted for 39.89%, and a marginal 1.60% chose not to disclose their gender.

D1. Age and D2. Sex	External
1. 19 or lower	0.00%
2. 20-34	36.17%
3. 35-49	32.45%
4. 50-64	23.94%
5. 65 or higher	7.45%
6. Did not specify	0.00%
1. Female	58.51%
2. Male	39.89%
3. Did not specify	1.60%

The National Capital Region (NCR) had the highest representation with 52.66% of respondents. Region IV-A (CALABARZON) was the second most represented with 14.36%. All other regions had lower representations, with several regions having no respondents at all.

D3. Region	External
1. Region I	5.32%
2. Region II	0.53%
3. Region III	5.85%
4. Region IV-A – CALABARZON	14.36%
5. Region IV-B – MIMAROPA	0.00%
6. Region V	1.06%
7. Region VI	4.26%
8. Region VII	5.85%
9. Region VIII	0.53%
10. Region IX	0.00%

11. Region X	1.06%
12. Region XI	2.13%
13. Region XII	2.66%
14. Region XIII	1.06%
15. NCR	52.66%
16. CAR	0.53%
17. BARMM	0.53%
18. Did not specify	1.60%

The survey results indicate that Business customers constituted the largest segment at 75.53%, with Citizens following at 16.49%, and Government customers making up 7.98% of the responses.

Customer Type	External
D4. Citizen	16.49%
D4. Business	75.53%
D4. Government	7.98%
D4. Did not specify	0.00%

The data suggests a diverse array of customer types with a notably strong female majority. Most respondents to the survey are businesses as the bulk of the services provided by the AMLC, i.e. online registration, were provided to covered persons who are considered business entities. It also highlights a larger proportion of younger to middle-aged adults, with significant participation from the National Capital Region (NCR) and Region IV-A (CALABARZON). The substantial response from the NCR may be attributed to the fact that it is the location of most head offices of the agencies and institutions targeted in the survey.

B. Count of Citizen's Charter and Service Quality Dimensions (SQD) Results

More than half of the respondents are aware of the AMLC's Citizen's Charter (CC): 41.49% were aware of what a CC is and saw a copy of the AMLC's CC; 24.47 were aware of what a CC is but did not see a copy of the AMLC's CC; 10.64% were not aware of the CC but were able to learn it by seeing the AMLC's CC; and 23.40% answered that they were completely unaware of the CC and did not see the AMLC's CC.

Among those who were aware of the CC, 54.79% said that the CC was easy to see or somewhat easy to see, while 13.83% said that the CC

was difficult to see or not visible at all. More than half of those aware of the CC or 61.70% of the respondents gave positive feedback that the CC helped them in their transactions, while only 4.79% of the respondents stated that the CC did not help them in their transactions.

Citizen's Charter Answers	Responses	Percentage
CC1. Which of the following describes your awareness of the CC?		
1. I know what a CC is and I saw this office's CC.	78	41.49%
2. I know what a CC is but I did not see this office's CC.	46	24.47%
3. I learned of the CC only when I saw this office's CC.	20	10.64%
4. I do not know what a CC is and I did not see this office's CC.	44	23.40%
CC2. If aware of CC, would you say that the CC of this office was...?		
1. Easy to see	53	28.19%
2. Somewhat easy to see	50	26.60%
3. Difficult to see	13	6.91%
4. Not visible at all	13	6.91%
5. N/A	59	31.38%
CC3. If aware of CC, how much did the CC help you in your transaction?		
1. Helped very much	73	38.83%
2. Somewhat helped	43	22.87%
3. Did not help	9	4.79%
4. N/A	63	33.51%

The survey results show a high level of satisfaction for the services rendered with 164 out of 188 respondents giving positive feedback (either agreeing or strongly agreeing with the service quality) resulting in a 90.11% service satisfaction rate. The presence of only 2 disagreeing responses underscores the positive reception of the services provided by the AMLC to its external stakeholders.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
SQD0	77	87	16	1	1	6	188	90.11%

The survey results reflect the perceptions of respondents regarding the following service quality dimensions (SQD):

- a. Responsiveness (SQD1): Generally high satisfaction, with 153 out of the 188 respondents agreeing or strongly agreeing, suggesting that the services rendered by the AMLC are perceived as prompt and attentive.
- b. Reliability (SQD2): Generally high satisfaction, 157 out of the 188 respondents agreeing or strongly agreeing, indicating a strong belief in the dependability and consistency of the services rendered.
- c. Access and Facilities (SQD3): This dimension had a lower score compared to others, with 145 out of the 188 respondents agreeing or strongly agreeing, which suggests that access to the services or its facilities might have room for improvement.
- d. Communication (SQD4): Generally high satisfaction, 150 out of the 188 respondents agreeing or strongly agreeing, indicating that the AMLC effectively shares appropriate information with clients.
- e. Cost (SQD5): Only 43 out of the 188 respondents expressed agreement or strong agreement. A notable 140 of the respondents chose not to answer this item, which could indicate either neutrality (given that there are no costs for some of the services provided by the AMLC) or uncertainty about the cost-related aspects of the services rendered by the AMLC.
- f. Integrity (SQD6): One of the highest rated SQDs, with 158 out of the 188 respondents in agreement or strong agreement, suggesting that the AMLC is perceived as honest and trustworthy.
- g. Assurance (SQD7): The highest rated SQD, with 157 out of the 188 respondents in agreement or strong agreement, reflecting confidence in the competence of the service providers and the security of the service.
- h. Outcome (SQD8): With 153 out of the 188 respondents in agreement or strong agreement, indicating satisfaction with the results of the service.
- i. Overall Rating: Reflecting on the overall service quality, the majority of respondents, agreed or strongly agreed that the service quality is satisfactory, leading to an overall positive perception with a 87.19% satisfaction rate.

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	59	94	18	5	0	12	188	86.93%
Reliability	72	85	19	1	1	10	188	88.20%
Access and Facilities	57	88	23	4	1	15	188	83.82%
Communication	61	89	21	4	1	12	188	85.23%
Costs	15	28	4	1	0	140	188	89.58%
Integrity	82	76	17	1	1	11	188	89.27%
Assurance	82	75	16	2	0	13	188	89.71%
Outcome	79	74	20	4	0	11	188	86.44%
Overall	507	609	138	22	4	224	1504	87.19%

C. Overall score per service

The below table shows that our stakeholders are highly satisfied with our processes. As a result, the AMLC recorded an overall score of 90.11% or a “*Very Satisfactory*” rating.

External Services	Overall Rating
Accessing and Uploading Registration Requirements through the AMLC Portal For Certificate of Registration (COR)	87.04%
Accessing and Uploading Registration Requirements through the AMLC Portal For Provisional Certificate of Registration (PCOR)	
Issuance of a COR for Designated Non-Financial Businesses and Professions (DNFBPs)	
Accreditation of External Trainers	100.00%
Accreditation of Institutional Training Providers	100.00%
Requests for Lecturers	94.00%
Requests for Training Events	95.45%
TOTAL	90.11%

V. Continuous Agency Improvement Plan for FY 2024:

The registration process has been streamlined with the approval of the regulatory issuance on Compliance Optimization and Registration System (CORS) on 08 April 2024 which requires lesser documentary requirements and implements the automatic issuance of the Provisional Certificate of Registration upon validation of the covered person's email address after successful registration. The said enhancement is targeted to be launched this 29 April 2024.

The below table shows some of the major improvements in the online registration process.

Documentary Requirements for DNFBPS	
Before	After
<ul style="list-style-type: none"> • Most recent Articles of Incorporation and General Information Sheet from the Securities and Exchange Commission (SEC), Certificate of Registration from the Department of Trade and Industry (DTI); or proof of registration with the Cooperative Development Authority (CDA); Real Estate Brokers' Certificate of Registration or License from the Professional Regulation Commission (PRC). • Notarized Deeds of Undertaking of the entity, signed by the proprietor/partners/president/directors. • Notarized Board Resolution or Certificate of designation as Compliance Officer. • Copy of business registration or permit from the city or municipality currently having jurisdiction over the place of establishment and operation of the office. • List of operating office locations. 	<ul style="list-style-type: none"> • Most recent Articles of Incorporation and General Information Sheet from the Securities and Exchange Commission (SEC), Certificate of Registration from the Department of Trade and Industry (DTI); or proof of registration with the Cooperative Development Authority (CDA); Real Estate Brokers' Certificate of Registration or License from the Professional Regulation Commission (PRC). • Notarized Board Resolution or Secretary Certificate showing the CO's designation, for Corporation /Partnership or Notarized written authority designating a CO for Sole Proprietorship, real estate broker, lawyers, accountants, other professionals providing covered services, and other DNFBP, as provided under the AMLA.

<ul style="list-style-type: none"> • Proof of attendance of the proprietor, partners, directors and principal officers in an AML seminar. • Most recent Clearance from the National Bureau of Investigation (NBI) or its equivalent in a foreign jurisdiction, of all directors and principal officers. 	
Software Application Requirement	
Before	After
Installation of the GPG Application for the Compliance and Alternate Officers to create a certificate/Key ID to be attached in the registration process.	N/A
Issuance of Provisional Certificate of Registration	
Upon approval of the CPs online registration. To be emailed by the responsible officer.	Automated issuance upon validation of the CP's email address after successful registration.

The AMLC is committed to refining its accreditation process and stakeholder engagement. The AMLC is currently revising its accreditation guidelines to clarify requirements and procedures, with approval expected in 2024. Further, the AMLC is actively enhancing its operational processes to better serve external stakeholders. The AMLC is streamlining its workflow to increase both effectiveness and efficiency. Moreover, the AMLC is exploring advanced technology and systems designed to handle and accommodate requests from these stakeholders, ensuring a smoother and more responsive interaction.

VI. ANNEX A. Survey Questionnaires Used

AMLC Online Registration System Survey

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.

* Required

1. Cover Person Name (optional)

Enter your answer

2. Date *

Please input date (M/d/yyyy)



3. Sex *

Male

Female

4. Age *

Enter your answer

5. Region of Residence *

Enter your answer

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AMLC Online Registration System Survey

* Required

Choose your answer to the Citizen's Charter 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.

6. Which of the following best describes your awareness of a Citizen's Charter? *

- I know what a Citizen's Charter is and I saw this office's Citizen's Charter.
- I know what a Citizen's Charter is but I did NOT see this office's Citizen's Charter.
- I learned of the Citizen's Charter only when I saw this office's Citizen's Charter.
- I do not know what a Citizen's Charter is and I did not see one in this office.

7. Do you know about the AMLC registration portion in the Citizen's Charter? *

- Yes, aware before my transaction/registration with the AMLC
- Yes, but aware only when I saw the AMLC Registration portion in the Citizen's Charter
- No, not aware of the AMLC portion in the AMLC Citizen's Charter

8. If aware of Citizen's Charter, would you say that the Citizen's Charter of this office was ...? *

- Easy to see

- Somewhat easy to see
- Difficult to see
- Not visible at all
- N/A

9. If aware of Citizen's Charter, how much did the Citizen's Charter help you in your transaction? *

- Helped very much
- Somewhat easy to see
- Did not help
- N/A

10. Please choose the column that best corresponds to your answer *

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	S
I am satisfied with the service that I availed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
I spent a reasonable amount of time for my transaction.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	S
The office followed the transaction's requirements and steps based on the information provided.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
The steps I needed to do for my transaction were easy and simple.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
I easily found information about my transaction from the office or its website.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
I feel the office was fair to everyone, or " <i>walang palakasan</i> ", during my transaction.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
I was treated courteously by the registration staff, and (if asked for help) the staff was helpful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
I got what I needed from the registration staff, or (if denied) denial of request was sufficiently explained to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

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

Enter your answer

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2023 AMLC-CPG Client Satisfaction Year-End Survey

For AMLC personnel and Accredited parties.

This short Client Satisfaction Measurement (CSM) survey aims to track the customer experience of the Anti-Money Laundering Council (AMLC)-Commitments and Policy Group (CPG). Your answers will enable us to provide better service. Personal information shared will be kept confidential.

* Required

1. Client type: *

Choose one (1) of the following.

- Citizen
- Business
- Government (Employee or another agency)

2. Sex *

- Male
- Female
- Prefer not to say

3. Age *

4. Region of Residence *

5. Service Aailed *

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 the government agency/offices including its requirements, fees, processing times and among others.

6. CC2: If aware of CC (answered 1st 3 in CC1) would you say that the CC of this office was...? *

- 1. Easy to see
- 2. Somewhat easy to see
- 3. Difficult to see
- 4. Not visible at all
- 5. N/A

7. CC1: Which of the following describes your awareness of a CC. *

- 1. I know what a CC is and I saw this office's CC.
- 2. I know what a CC is but I did not see the office's CC.
- 3. I learned of the CC only when i saw this office's CC.
- 4. I do not know what a CC is and I did not see one in this office. (Answer 'N/A' on CC2 and CC3)

8. CC3: If aware of CC (answered 1st 3 choices in CC1), how much did the CC help you in your transaction? *

- 1. Helped very much
- 2. Somewhat helped
- 3. Did not help
- 4. N/A

9. Instructions: For SQD 0-8 Please put a check (✓) mark choose on the column that best corresponds to your answer. *

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Not Applicable N/A
SQD0. I am satisfied with the service I availed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD1. I spent reasonable amount of time for my transaction.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD2. The office followed the transaction's requirement and steps based on the information provided.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD3. The steps (including payment) I needed to do for my transaction were easy and simple.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD4. I easily found information from my transaction from the office or its website.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD5. I paid reasonable amount of fees for my transaction (if the service was free, mark the N/A column.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD6. I feel the office was fair to everyone or "walang palakasan", during my transaction.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD7. I was treated courteously by the staff, and (if asked for help) the was helpful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQD8. I got what I needed from the government office, of if (denied) denial of request was sufficiently explained to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

11. Email address(optional)

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