



CLIENT SATISFACTION SURVEY REPORT 2024

Bhutan Qualifications and Professionals Certification Authority
Ministry of Education and Skills Development
Thimphu

KEY STATS OF RESPONDENTS

Gender



66%
Male

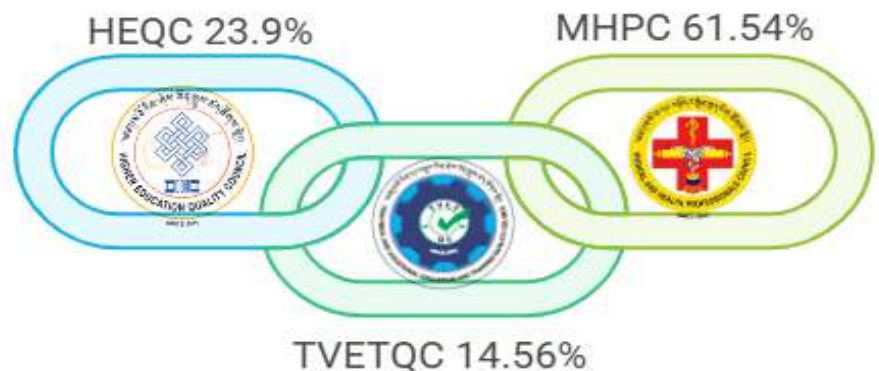


33%
Female

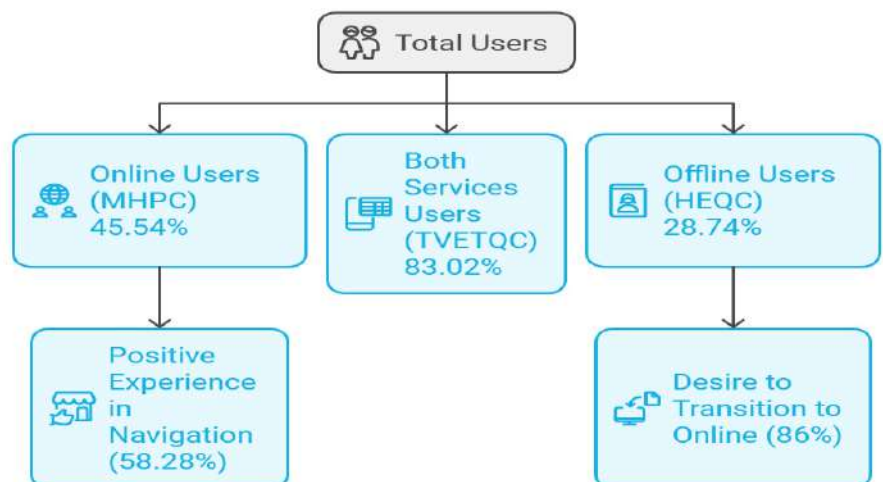


1%
Prefer Not to Say

Council (for Quantitative)



Service sought through



Organization

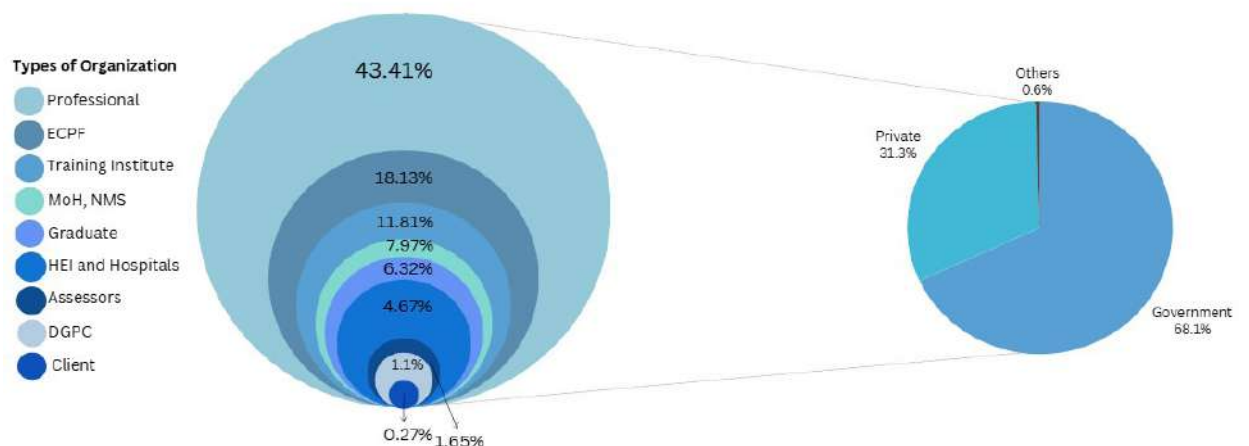


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BACKGROUND

The BQPCA currently houses four Councils namely:



Engineering Professionals Council (EPC)



Higher Education Quality Council (HEQC)



Medical and Health Professionals Council (MHPC)



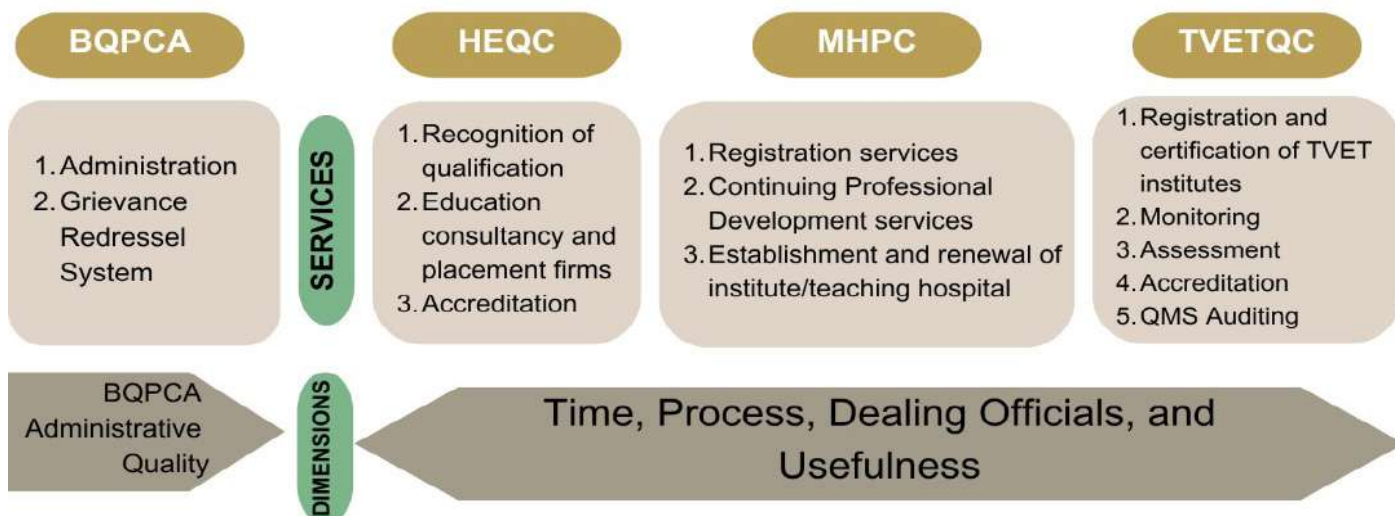
Technical and Vocational Education and Training Quality Council (TVETQC)

Section 25 of the Civil Service Reform Act 2022 established the Bhutan Qualifications and Professionals Certification Authority (BQPCA) as the competent authority for qualification accreditation, professional certification, and the National Qualification Framework.

Although most of the services have been offered for more than fifteen years, there is no record of a client satisfaction survey (CSS) conducted to evaluate the service quality. Therefore, this study is initiated to serve as the first survey to evaluate and improve the service quality, and as a baseline/reference for similar future studies for BQPCA. The study seeks to support BQPCA in its mission to uphold high standards of qualification and professional certification, while enhancing client satisfaction and is guided by the following objectives and questions.

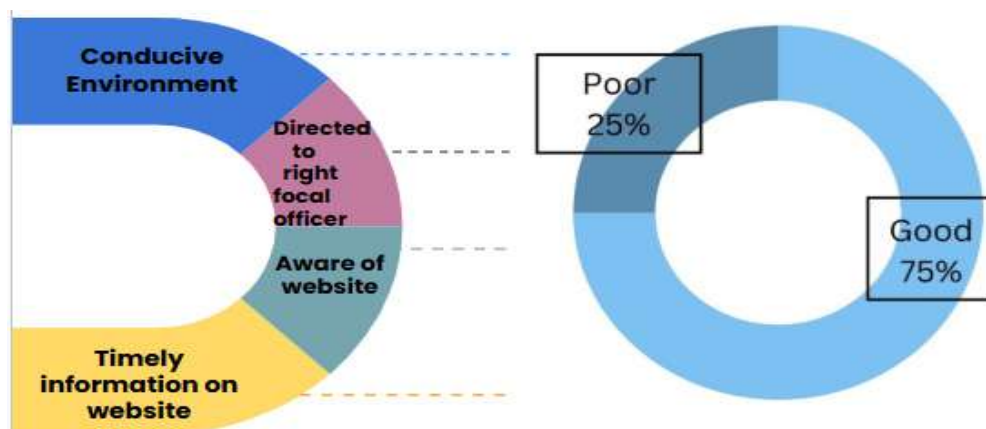
1. Quantitative Method

Client Satisfaction Survey

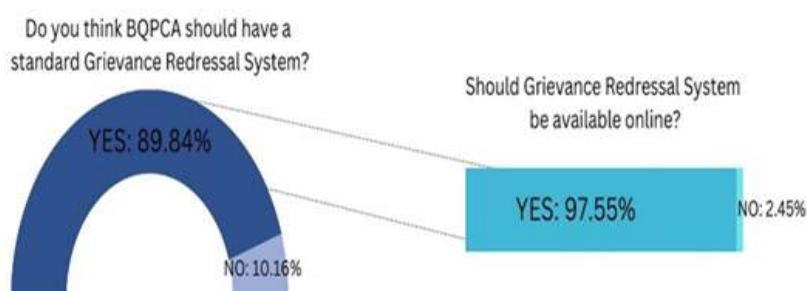


1.A. BQPCA Administration Quality

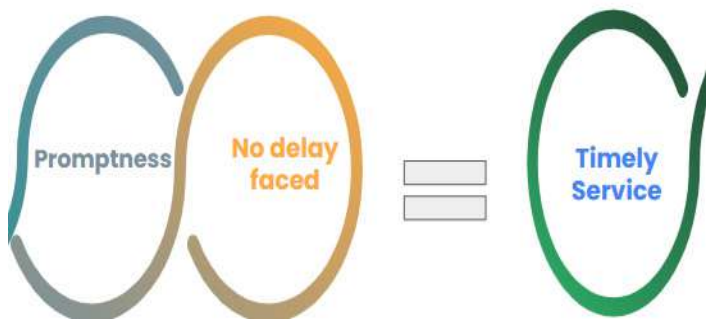
A binary variable for overall BQPCA Administration Quality is created. If a service seeker found the environment conducive, directed to the right focal person, and aware and found timely updated information on the website, it qualified for good BQPCA administration quality, and otherwise, if any of the above conditions were not fulfilled.



This section of the survey also asked the respondents if BQPCA should have a standard grievance redressal system and whether it should be accessible online.

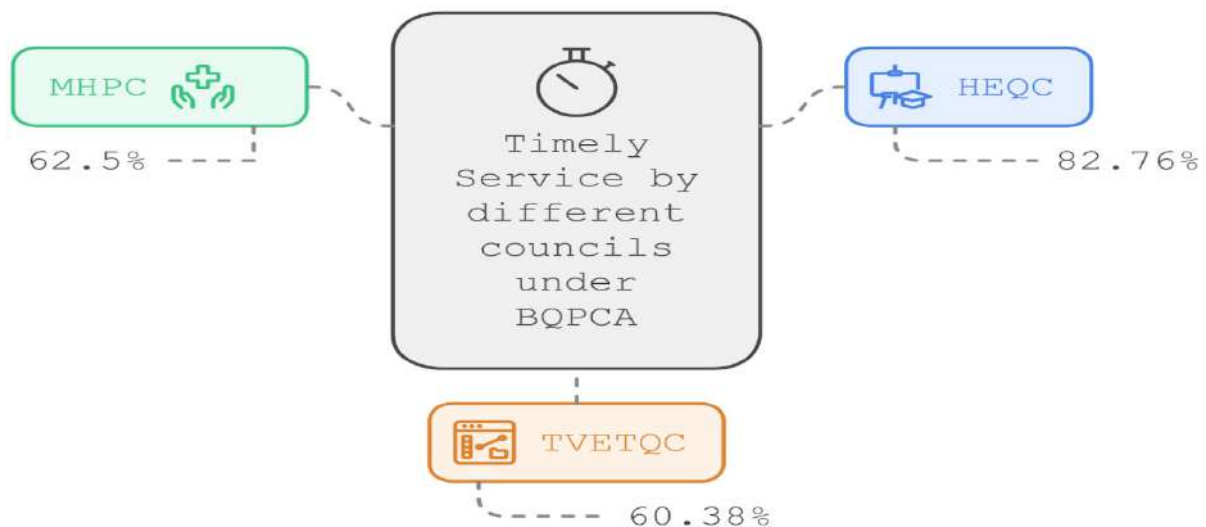


1.B. Timely Service



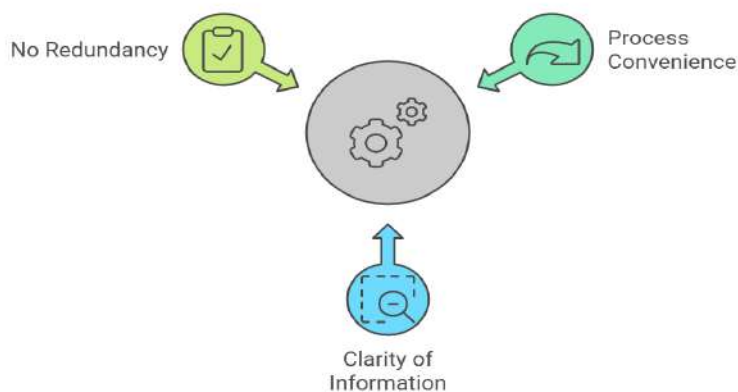
A new variable indicating the timely service was created if the promptness is rated as positive or extremely positive, and did not face delay.

Timely Services as per Council



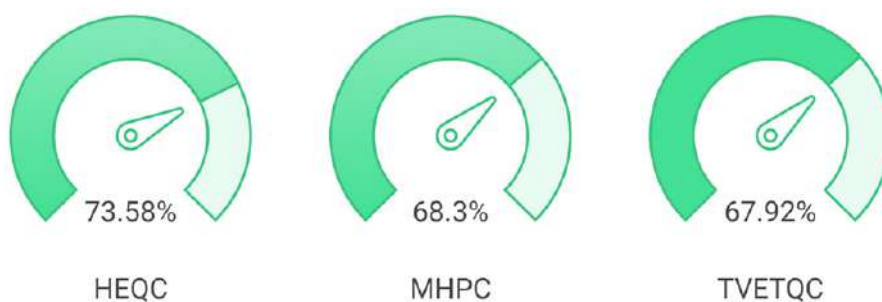
1.C. Smooth Process

Factors Contributing to Smooth Processes

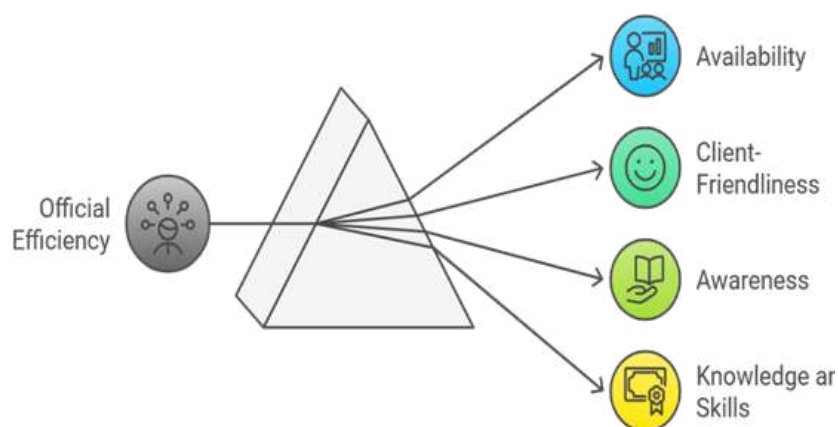


A new variable was created to indicate whether the services provided by each council were smooth. This variable indicates smooth processes when users rated their experience as positive or extremely positive in terms of process convenience, clarity of information dissemination, and no redundancy in documentation.

Smooth Process as per Council



1.D. Dealing Officials



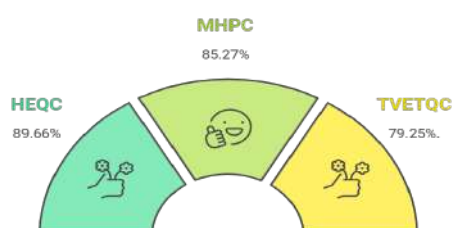
A new variable was developed to indicate the officials' efficiency if the officials were available, client-friendly, aware and informed, and had the knowledge and skills.

Efficiency of Delaing Official as per Council



1.E. Usefulness of the Services

Usefulness of services of each Council

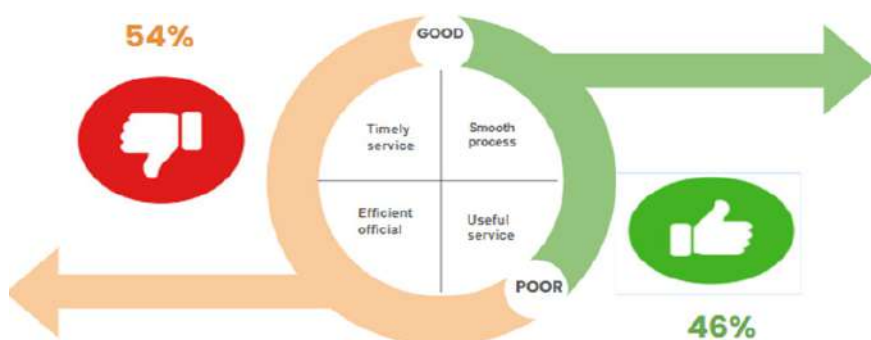


This indicator is measured through two variables:
i. They would be impacted if the service is stopped,
ii. They would recommend the service to others.

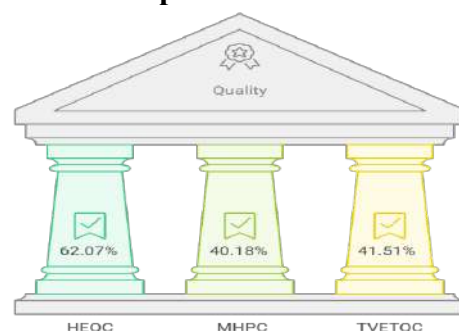
1.F. Overall service quality

The variable is a fusion of different factors such as timely service, efficient dealing officials, smooth processes and usefulness of services. Each service quality indicator is similarly coded, with 1 indicating timely service, smooth service, efficient dealing officer and useful service and 0 indicating otherwise.

Overall BQPCA Service Quality



Overall Service Quality as per Council



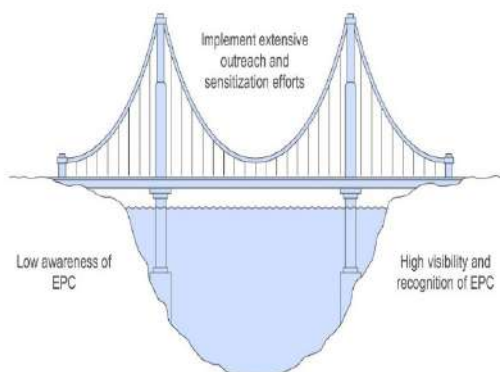
2. Qualitative Method

Client Insights



2.A. Engineering Professionals Council

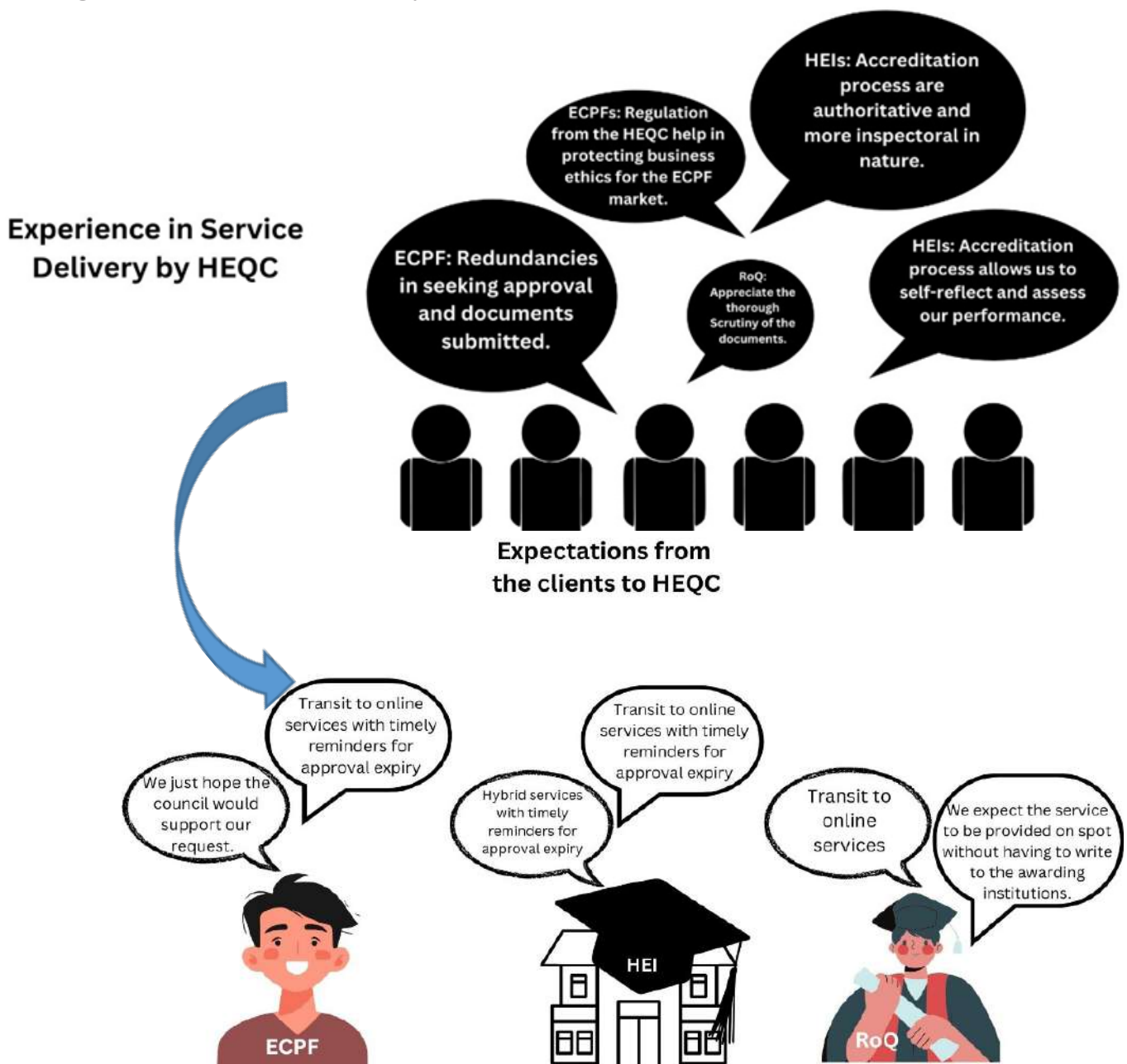
Sensitization and need of the Engineering Professionals Council.



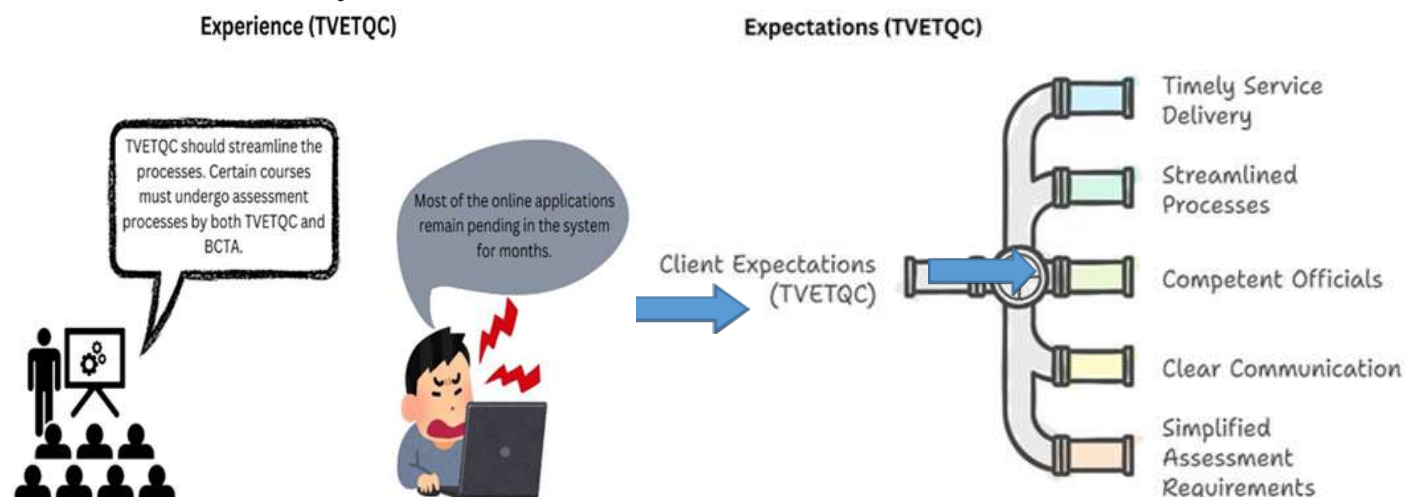
Enhancing Engineering Professionalism



2.B. Higher Education Quality Council



2.C. TVET Quality Council



2.D. Medical and Health Professionals Council

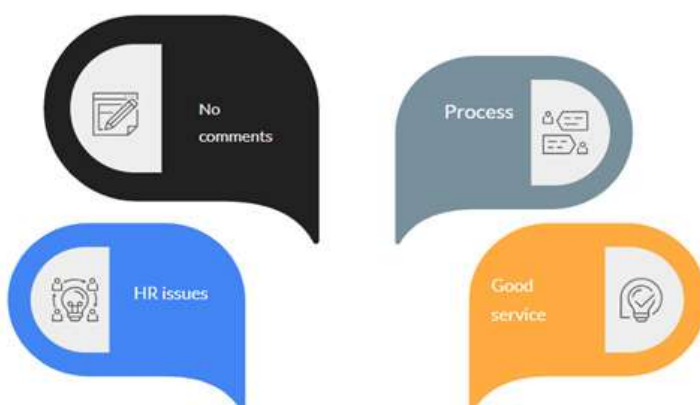
Experience (MHPC)



Expectation (MHPC)



FEEDBACK



Feedback comments were also collected, and the keywords were grouped into common categories. The majority of the respondents mentioned "No comments". To better understand the needs of the respondents, we examined the second-highest percentage of comments for each Council.

HEQC: Good service
MHPC: Delay in process
TVETQC: HR issues

LIMITATIONS



SAMPLE REPRESENTATIVENESS

The sample size used in this survey may not fully capture the diversity of BQPCA's clients.



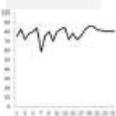
RESPONSE RATE AND BIAS

Given the voluntary nature of the survey, all the targeted clients did not respond, especially for the quantitative survey, and this could limit the validity of the findings.



TIME AND EXPERTISE

The survey was conducted within a limited timeframe, which may have restricted the depth of data collection and analysis.



SERVICE VARIABILITY OVER TIME

Given the ongoing updates and changes in BQPCA's service offerings, such as the introduction of new online platforms, feedback may not be relevant with the current state of service quality.



CREDIBLE LITERATURE

There is limited credible literature on client satisfaction surveys carried out by similar international agencies in the public domain. Most of the surveys conducted are for internal consumption only.



FORMAL COMMUNICATION CHANNEL

Establish a formal communication channel to ensure a wider reach and proper dissemination for BQPCA information



NEED FOR GRS

Institute a robust GRS as a regulatory body for BQPCA.



STREAMLINE PROCESSES

Streamline the processes across all councils, including turnaround time and resource allocation for various services, to achieve uniformity.



TRANSITION TO ONLINE

Transit most offline services to online platforms to address transparency issues, HR shortage, and to ensure better availability of services



CAPACITY-BUILDING

Focus on capacity-building activities for the existing officials and recruit more officials



FEEDBACK CULTURE

Formally institutionalize a feedback culture for continuous improvement. An independent team would be desirable.

RECOMMENDATIONS



RE-EVALUATE DOCUMENT REQUIREMENT

Re-evaluate the documents required for different services and eliminate redundant processes to achieve efficiency in service delivery

ACKNOWLEDGEMENT

1. Processing quantitative data

- i. Mr. Karma Thinley, Statistical Officer at NSB
- ii. Ms. Kinley Pema, Researchers at CBS
- iii. Ms. Phurpa Lhamo, Researchers at CBS

2. Layout and design

- i. Ms Karma Yangden, Sr. Adm. Asstt., Education Monitoring Division, MoESD

