

Productivity and Development Center

(Center)

2024 PROJECT ACCOMPLISHMENT REPORT**I. Project Information**

Project Code: QDIEV
Project Title: Asian Productivity Organization (APO) – Technical Expert Services (TES)
Workshop on Improving the Service Quality of Public Sector Organizations
Project Start: 15 October 2024
Project End: 31 December 2024
Project Price: PHP 700,000.00
Client Organization: Asian Productivity Organization

II. Project Team

Project Manager: Jasmin A. San Juan
Team Members: Arnel D. Abanto, Christian S. Eparwa, Ma. Nissa R. Montecillo, Djon-Ric R. Usaraga, Kamille R. Moraleja, Queenielyn I. Rodaje, Jerome John P. Salut
Supervising Fellow: Monica D. Saliendres
Consultants/
Resource Person: Richard A. Mallory

III. Project Details**Project Description**

The project “Workshop on Improving the Service Quality of Public Sector Organizations” aims to equip participants with a foundational understanding of the importance of evidence-based service quality improvement measures for government services. The workshop covers key concepts, tools, and strategies for developing service quality parameters and institutionalizing these initiatives within public sector organizations. By embedding these measures into the organizational culture, the workshop seeks to promote continual improvements that align with business performance excellence.

Project Objective

Specifically, the project aimed at enabling the participants, which includes managers, staff, and top management from government institutions to:

- Understand the value and concepts of evidence-based service quality improvement for frontline government services and other mandated government services;
- Learn the frameworks, strategies, and key tools for developing evidence-based service quality improvement measures for government services;
- Identify the challenges and appropriate actions for implementing evidence-based service quality standards for government services; and,
- Propose macro-level and organizational mechanisms to institutionalize evidence-based service quality standards for government service.

Focus Area: Productivity-driven development
Project Type: Technical Assistance
Project Beneficiary: Public Sector
Regional Coverage: Nationwide

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IV. Project Accomplishments
Key Activities Implemented

Activity/Date(s)	Details	Key Outputs
1. Review of the Service Quality Guide for Frontline Government Services in the Philippines 5 December 2024	The attendees of the activity are the APO and DAP project team together with the APO Expert. It aimed to gather insights and suggestions from the resource person to enhance the content of the proposed Service Quality Guide (SQG) as well as the overall approach of the DAP initiative on the development of the SQG.	The activity resulted in the review of the SQG and gathered key recommendations and significant insights for enhancing the SQG which included leveraging the SQG's standardized measurement categories as a benchmarking tool, applying quality practices across all workflow links, and promoting real-time feedback mechanisms for continuous improvement.
2. Workshop on Improving Service Quality of Public Sector Organizations for Managers and Staff 10-11 December 2024	The workshop for managers and staff aimed to equip participants with a strong foundation in enhancing the service quality of public sector organizations. Topics include concepts, tools, and strategies for developing and institutionalizing service quality standards, embedding them into the organizational culture, and supporting overall excellence in public service.	• The workshop benefited a total of 65 participants, comprising 26 female and 39 male government frontline managers and staff. • The workshop enriched the knowledge and appreciation of the participants in the fundamentals of quality practice and assessment, key drivers and barriers to quality in government, customer requirement standards, and the application of ANSI G1 Guidelines for evaluating government operations. • The workshop emphasized evidence-based quality standards, empowering participants to apply strategic frameworks that drive enhanced public service delivery.
3. Orientation on Improving Service Quality of Public Sector Organizations for Top Management 12 December 2024	The orientation for top management aimed to equip participants with a strong foundation in enhancing the service quality of public sector organizations, emphasizing their critical role in driving strategic direction, fostering a culture of excellence, and ensuring the sustainability of quality improvement initiatives within their organizations.	• The orientation session benefited 20 participants, comprising 7 males and 13 females from top management. • The session covered essential frameworks of quality management, key components outlined in the ANSI G1 quality map, strategies for maintaining a

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Activity/Date(s)	Details	Key Outputs
		service quality agenda, and actionable steps for developing a forward-looking improvement plan. This engagement reinforced the importance of leadership commitment in institutionalizing quality standards and driving continuous organizational excellence.

Major Outputs

1. Modules on Workshop and Orientation on Developing Evidence-Based Service Quality Standards for Public Sector Organizations, for managers and staff and top management, respectively, were developed. Mr. Richard Mallory, APO Expert and American Society for Quality (ASQ)-Center for Quality Standards in Government, Chair Emeritus, submitted session topics and presentations on the subject matter.
2. A total of 85 participants, including top management, managers, and staff, attended and benefited from the workshop and orientation on *Developing Evidence-Based Service Quality Standards for Public Sector Organizations*. The participants appreciated the expanded knowledge in quality management, recognizing its potential for immediate implementation and long-term integration into their respective workplaces, thereby contributing to enhanced organizational performance.
3. The SQG Project Team gathered valuable suggestions and insights for improving the technical aspects of the proposed Service Quality Guide (SQG) document, as well as recommendations on effective approaches for widespread adoption and impact.
4. A comprehensive Project Terminal Report, including an evaluation of the initiative, was submitted by the project team to APO. This report is intended to inform and guide future activities, ensuring continued improvement and alignment with best practices.

Project Impact

The sessions, particularly those focused on identifying key areas for improvement in public sector organizations, provided participants with actionable strategies to address inefficiencies and enhance service delivery. These insights equip attendees with tools to drive tangible improvements in their respective agencies, fostering a culture of excellence and innovation in public service.

Moreover, participants recognized the broader implications of the expanded knowledge in quality management, acknowledging its potential for both immediate application and sustainable long-term practice. By implementing these concepts, public sector organizations are better positioned to strengthen their overall performance, enhance stakeholder satisfaction, and contribute to a more effective and citizen-centric government. The project's impact extends beyond individual learning, as it lays the foundation for institutional transformation and continuous improvement in public service delivery.

Lessons Learned

The Workshop on Improving the Service Quality of Public Sector Organizations provided valuable insights on developing service quality standards, but it also highlighted several key lessons for future activities. Originally designed as a face-to-face workshop that would incorporate interactive activities for participants to apply their learning, the session ultimately became a more intensive online discussion and lecture due to the limited time left after much time consumed in finding and securing a suitable resource person. Despite this shift, the short preparation period proved worthwhile as the team was

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able to engage an expert on government quality standards from the USA, whose vast knowledge and experience provided significant value to the sessions. This experience emphasized the importance of ensuring that the design and objectives of the activity are clearly defined and aligned with expectations despite limited time.

Moreover, the expert's use of a phased approach to content delivery proved to be beneficial. Although only a few interactive components were part of the sessions, the structured progression of topics allowed for continuity, meaning that future discussions can seamlessly build on what was covered, ensuring a more comprehensive exploration of the subject. A crucial takeaway from this workshop was the need to assert clear expectations with resource persons at the onset, particularly when the activity is intended to be more interactive even in a virtual setting. This will help align the design of the workshop with its objectives, ensuring that participants can be fully engaged despite the virtual modality used.

For future activities, it is recommended that the team ensures the workshop format includes practical, hands-on activities to reinforce learning and facilitate real-world application. Additionally, resource persons should be identified and engaged early enough to allow for adequate planning and coordination. The phased approach used in this session should be maintained to create a continuous and cohesive learning experience. Finally, managing expectations with resource persons about the desired outcomes and participant involvement is crucial for ensuring that the workshop delivers its intended value. By applying these lessons, future workshops will be more interactive, impactful, and aligned with the learning objectives, ultimately enhancing the overall experience for participants.

V. Attachments

- Summary of Evaluation for Course and Resource Person (for training program)
- Project Completion Certificate
- One-Point Lesson

Prepared by:

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Noted / Approved by:

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Notes:

1. Project details on Section I-III can be generated thru PMIS based on PMs Inputs.
2. Project Managers are required to accomplish Section IV & provide Section V to reflect results of project implementation
3. Project Managers can update/adjust the pre-filled sections(I-III) based on actual data