

Service Delivery Alleviation to Customer Relations: Vibrant Engagement Plan

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Abstract- *The study concerns with, SERVICE DELIVERY ALLEVIATION TO CUSTOMER RELATIONS: VIBRANT ENGAGEMENT PLAN. This form of customer relations helps build strong relationships and goodwill through time, money, or product donations. It builds high credibility and it is essential for all businesses, and it is no different with community relations. That's why this study was conducted to determine the extent of quality service delivery to customer's relation at Biofree Group of Companies, LapuLapu City, Cebu, Philippine as basis for Vibrant Engagement Plan. Descriptive-survey-quantitative research method was used in this study. Descriptive survey is a method of collecting information by interviewing or administering a questionnaire to a sample of individuals. This also involved a common techniques and procedures, followed by a personal interview to respondents to obtain a sufficient data. The statistical treatment used were frequency determination, percentage, average weighted mean and ranking. This includes the methods, environment, respondents instruments, procedures and the statistical analysis of data. Result shows that as perceived by respondents, the extent of quality service delivery of Biofree Group of Co. employees was Moderately Executed. Generally, the result showed that the status of customer relations was described as Agree. The null hypothesis showed a significant relationship between Quality Service and reliability, empathy and customer engagement. There were issues and concerns identified in this research that affects the extent of quality service delivery Biofree Group of Co. employees which can be very well addressed with the collaborative efforts of the Top Management and Department Leads. It is therefore recommended that in order to address the gap that affect the delivery of quality service of the employees, a Vibrant Engagement Plan be transmitted to the concerned officials for consideration and proper implementation.*

Keywords: *Public Administration, Community Relations in Business Evolution Resilient Employee for Quality Service, Descriptive-Quantitative Research Method; Cebu City 6000, Philippines.*

I. INTRODUCTION

Rationale of the Study

Customer's relations are a business practice involving the development of mutually beneficial community partnerships within the areas in which a business operates. It focuses on social justice: Community wisdom and science work in tandem to ensure a more balanced set of political, social, economic and cultural priorities, resulting in shared resources and shared power, thus leading to equity and social justice.

This form of customer relations helps build strong relationships and goodwill through time, money, or product donations. It builds credibility and it is essential for all businesses, and it is no different with customer relations. A solid strategy helps boost the company's credibility and create a personal connection with customers as compassionate, trustworthy, and invested in local growth. With customer relations, a company takes an active interest in the customer it serves. This can be achieved, for example by a business attending grand openings or milestone events for local businesses or through sponsorship/promotional partnerships.

It positions businesses as civically and ethically responsible in their local communities, fosters goodwill among the locals— potential customers, and helps the community thrive as a whole. Businesses that participate in customer relations benefit by being able to give back to their communities. Many businesses, from small startups to large companies, have recently opted to outsource processes, as new and innovative services are increasingly available in today's ever-changing, highly competitive business climate.

Jelina Relic, 2024 said that customer relations are critical for businesses as they can help build trust, credibility, and loyalty with the local community. By establishing a positive reputation in the community, businesses can enhance their brand image, stand out from the competition, and ultimately increase their bottom line. A solid strategy helps boost the company's credibility and create a personal connection with customers as compassionate, trustworthy, and invested in local growth. With community relations, a company takes an active interest in the community/communities it serves. This can be achieved, for example by a business attending grand openings or milestone events for local businesses or through sponsorship/promotional partnerships.

According to Rosy strategies.com that customer relations is defined by the relationship between a company and its proximal community or communities. Existing as a brand within a neighborhood, country or digital hangout is no longer enough to earn a company neighborhood favor. With so many resources available, including money and large speaking platforms, companies are seeking out ways to help nourish their communities and in turn, communities are scrutinizing brands for what they bring to the neighborhood table. . In any industry you're in, you want to be your community's neighbor of choice. When something goes wrong, they're looking to you; and vice versa, when you need a little pull through a tricky zoning permit, your community is there to help wave you to the finish line. Financial allocation is not the only way to help. Think about your reach on social media platforms, leaders who have persuasive political pull or services that your company can offer to locals for free. Many businesses, from small startups to large companies, have recently opted to outsource processes, as and innovative services are increasingly available in today's ever-changing, highly competitive business climate.

Kent , J. 2020 said that businesses have a civic and moral responsibility to take an active interest in the well being of their communities. But over and above that, community relations can do wonders for public relations in terms of raising the profile in the

community and fostering goodwill. Performing efficiently and effectively in a specific workplace is vital to achieving the institution's vision and set goals. Although every personnel or the entire workforce aspires to attain the objectives laid before them, conflicts and challenges are inevitable. This inevitability of challenges, when handled poorly, will affect clientele services and will lead to the poor overall performance of the organization.

According to Novak, M.C., 2019 the modern workplace is a melting pot of people with different backgrounds, skill sets, and visions of success. Diversity in the workplace is a beautiful thing. It brings about new ideas and perspectives that certain groups would otherwise never consider. However, when all of these people are in the same place, conflict is bound to arise

This research is important to assist the Philippines develop more effective community relation through adaptation approaches and policies to better respond locally to the needs of public and private sectors. To explore this, a literature review will be undertaken followed by interviews and focus group discussions with local experts and community representatives. Meaningful engagement with stakeholders and across sectors that embraced Filipino community engagement customs and characteristics will be emphasized to strengthen customer relations in both private and public sectors.

Hence, this research is significant.

II. THEORETICAL BACKGROUND

This research was anchored on different theories that relates to customer relation in business evolution. Theories help us make sense of the world – and communities – around us. They allow us to explore problems and solutions with evidence and research to support our practice, instead of grasping at straws. This is particularly important as community workers need to be aware of personal assumptions and biases that may interfere with effective community practice. These theories are Communication Theory, System Theory by Healy, 2005, Public Relations Theory of James E. Grunig and Todd Hunt (cited 2019),

Ecological Theory was developed by James Kelly, Customer Engagement Theory by Glenn AJ Bowden, Community Empowerment Theory Eugene Hildebrandt and Cynthia Armstrong Persily and Social Climate Theory Rudolf Moos. For Legal Bases, are Republic Act of 10173 - The Data Privacy Act of 2012 Republic Act 9418 - An Act Institutionalizing A Strategy For Rural Development, Strengthening Volunteerism And For Other Purposes . Republic Act No. 11032 or the Ease of Doing Business (EDB) of 2018 and Republic Act 10844: The Department of Information and Communications Technology Act of 2015.

Communication theory, Claude Shannon (1916–2001), is a proposed description of communication phenomena, the relationships among them, a storyline describing these relationships, and an argument for these three elements. Communication theory provides a way of talking about and analyzing key events, processes, and commitments that together form communication. Theory can be seen as a way to map the world and make it navigable; communication theory gives us tools to answer empirical, conceptual, or practical communication questions. Communication is defined in both common sense and specialized ways. Communication theory emphasizes its symbolic and social process aspects as seen from two perspectives— as exchange of information (the transmission perspective), and as work done to Connect and thus enable that exchange (the ritual perspective). It provides a way of talking about and analyzing key events, processes, and commitments that together from communication.

System Theory by Healy, 2005. Systems theory is a conceptual framework based on the principle that the component parts of a system can best be understood in the context of the relationships with each other and with other systems, rather than in isolation. It focuses on the connections within a system and how they impact one another. It can highlight the ways in which individuals, groups, and communities interact with and are impacted by one another. It reveals the complexity of social evolution and on this basis, stresses the limited possibility of steering society. On the other hand, because society is vastly complex, the social scientist can nonetheless have an

appreciation of the large range of adaptive possibilities for social systems. The goals of systems theory are to model a system's dynamics, constraints, conditions, and relations; and to elucidate principles (such as purpose, measure, methods, tools) that can be discerned and applied to other systems at every level of nesting, and in a wide range of fields for achieving optimized equifinality.

Public Relations Theory James E. Grunig and Todd Hunt. It is the most widely cited definition of public relations: Public relations is “the management of communication between an organization and its publics. Public Relations Theory explores the central principles and theoretical components of public relations and their practical applications in actual situations. Public relations involves two-way communication with customers about why the organization itself is worthy of their business. PR can help open up the conversation with customers to assist advertisers in their efforts to sell, allowing these two fields to work in conjunction to meet customers' needs and increase sales. Learning about communication theories helps practitioners in three key ways: to organize large amounts of complex information. to explain patterns, and. to build predictability. By using a blend of public relations tactics including but not limited to media relations, content creation, influencer partnerships, event management, online presence management, and awards, they enhance your brand's visibility. Communication plays a vital role in effective public relations. Its very important to communicate between both parties so that both organizations are on the same page. The organization that is doing the PR must understand exactly what it is their other party wants for exposure.

Kelly's (1968) Ecological Theory focuses on how people become effective and adaptive in different social environments. Kelly proposed four ecological principles that serve as a theory for examining settings and behavior: interdependence, cycling of resources, adaptation, and succession. This theory looks at a child's development within the context of the system of relationships that form his or her environment. Ecological approach to community psychology is a concept of community psychology in

which a community (or any other social entity) is viewed in terms of the interrelations among people, roles, organizations, local events, resources, and problems. It accounts for complex reciprocal interactions of individuals and their environment. Ecological models have been widely used in public health. It focuses on both population-level and individual-level determinants of health and interventions. It considers issues that are community-based and not just individually focused Ecological models focus on changing personal behaviors while

accounting for the influences of social, physical, and political environments.

Customer Engagement Theory. It was developed and introduced in 1999 by Greg Kearsley & Ben Schneiderman. The core principle of engagement theory talks about students being meaningfully engaged in learning activities through interaction with others and worthwhile tasks. It is a framework for technology-based teaching and learning processes.

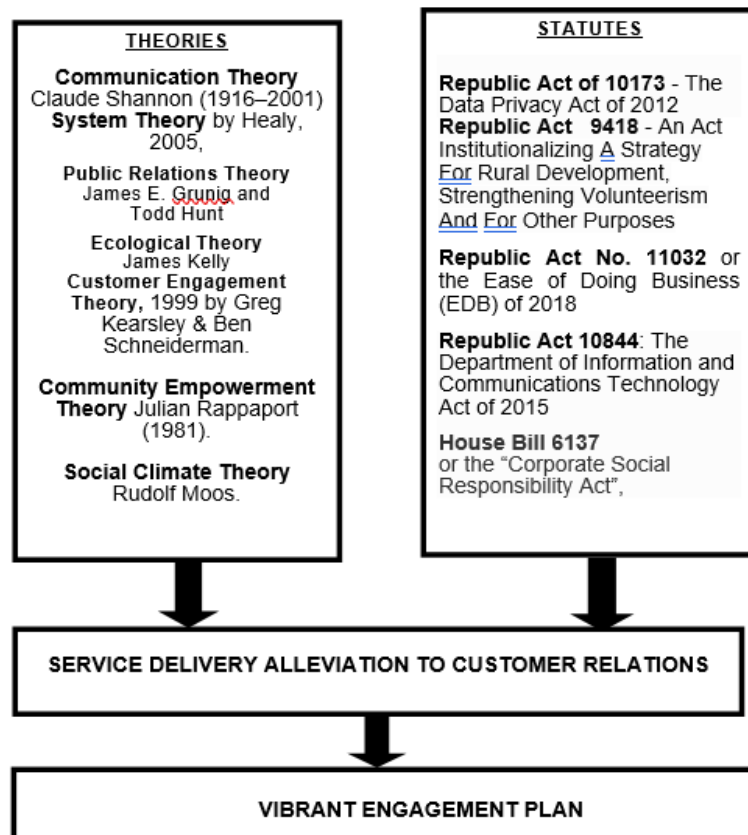


Figure 1: Theoretical/Conceptual Framework

It is one of the earliest proponents of empowerment, has been credited for proposing 11 principles as a roadmap for theory and research development related to the empowerment concept. Customer engagement is the way a company creates a relationship with its customer base to foster brand loyalty and awareness. At its core, customer engagement is a term used to define and measure the depth and strength of a relationship between a brand and its customers across all touchpoints of the customer journey. It's a

measure of how invested a customer feels not just into a brand, but into its ethos, content, and products. The theory of engagement is based on motivation and the idea that when students find the lesson meaningful and have a high level of interest in the tasks, they learn more effectively, tend to retain the information, and are able to transfer it to other contexts. Good customer engagement refers to the process of actively interacting with customers in a meaningful and personalized way, meeting their

needs and expectations, and fostering strong relationships.

Community Empowerment Julian Rappaport, 1987. It is a process of re-negotiating power in order to gain more control. It recognizes that if some people are going to be empowered, then others will be sharing their existing power and giving some of it up. This concept involves providing access to resources, knowledge, and skills to the community so that they can take a role in managing development and determining their future direction. Although different challenges and contexts need attention, empowerment remains an important key in achieving sustainable development. Community Empowerment Theory can be used to improve community development by focusing on various aspects. Firstly, it emphasizes the importance of instilling modern cultural values such as hard work, frugality, and responsibility in the community, which can contribute to their empowerment and overall development. Community empowerment works through increasing the community's influence over the structures and policies that affect the lived experiences of the community and its members. Increases in influence often occur through partnerships between those in power and other community members.

Social Climate Theory by Rudolf Moos (2003). The Moos perspective is based on the general principle that the way one perceives the environment tends to influence the way one will behave in that environment. Thus, Moos focuses on the social climate (the personality of the environment) by suggesting that environments, like people, have unique personalities. Social climate taps three main dimensions of how people perceive of how a setting organizes their perceptions of social relationships, how they are being supported in their personal development, and how the setting handles the maintenance of norms and supports change processes. The social climate is the 'personality' of a setting or environment, such as a family, a workplace, a social or task-oriented group, or a classroom. Each social setting has a unique 'personality' that gives it unity and coherence. Like people, some social environments are friendlier and

more supportive than others. Social theory refers to ideas, arguments, hypotheses, thought-experiments, and explanatory speculations about how and why human societies—or elements or structures of such societies—come to be formed, change, and develop over time or disappear. Examples of social learning theory in everyday life are prevalent, with one of the most common being children who imitate family members, friends, famous figures, and even television characters. If a child perceives there is a meaningful reward for such behavior, they will perform it at some point.

Republic Act of 10173 - The Data Privacy Act of 2012. It is the policy of the State to protect the fundamental human right of privacy, of communication while ensuring free flow of information to promote innovation and growth. The State recognizes the vital role of information and communications technology in nation-building and its inherent obligation to ensure that personal information in information and communications systems in the government and in the private sector are secured and protected. Commission shall refer to the National Privacy Commission created by virtue of this Act. Consent of the data subject refers to any freely given, specific, informed indication of will, whereby the data subject agrees to the collection and processing of personal information about and/or relating to him or her. Consent shall be evidenced by written, electronic or recorded means. It may also be given on behalf of the data subject by an agent specifically authorized by the data subject to do so. Data subject refers to an individual whose personal information is processed. Direct marketing refers to communication by whatever means of any advertising or marketing material which is directed to particular individuals. Filing system refers to any act of information relating to natural or juridical persons to the extent that, although the information is not processed by equipment operating automatically in response to instructions given for that purpose, the set is structured, either by reference to individuals or by reference to criteria relating to individuals, in such a way that specific information relating to a particular person is readily accessible. Information and Communications System refers to a system for generating, sending, receiving, storing or otherwise

processing electronic data messages or electronic documents and includes the computer system or other similar device by or which data is recorded, transmitted or stored and any procedure related to the recording, transmission or storage of electronic data, electronic message, or electronic document. Personal information refers to any information whether recorded in a material form or not, from which the identity of an individual is apparent or can be reasonably and directly ascertained by the entity holding the information, or when put together with other information would directly and certainly identify an individual. Personal information controller refers to a person or organization who controls the collection, holding, processing or use of personal information, including a person or organization who instructs another person or organization to collect, hold, process, use, transfer or disclose personal information on his or her behalf. The term excludes a person or organization who performs such functions as instructed by another person or organization; and an individual who collects, holds, processes or uses personal information in connection with the individual's personal, family or household affairs. This Act applies to the processing of all types of personal information and to any natural and juridical person involved in personal information processing including those personal information controllers and processors who, although not found or established in the Philippines, use equipment that are located in the Philippines, or those who maintain an office, branch or agency in the Philippines subject to the immediately succeeding paragraph: Provided, That the requirements of Section 5 are complied with.

Republic Act 9418 - An Act Institutionalizing A Strategy For Rural development, Strengthening Volunteerism And For Other Purposes, also known as the Volunteer Act of 2007, is to institutionalize volunteerism in the Philippines, establish a national volunteer service program, and promote cooperation between local and international volunteer organizations. The IRR was promulgated on February 5, 2009. National government agencies and LGUs shall establish volunteer programs in their respective offices to promote and encourage volunteering in government programs and projects as well as enjoin

government employees to render volunteer service in social, economic and humanitarian development undertakings. Volunteerism is the act of contributing free labor to conduct community service or support a nonprofit organization. It is the principle of donating time and energy towards a greater cause. Volunteers help change the lives of those in their community as a social responsibility rather than receiving a financial reward.

Identifying and analysing customer needs and expectations and developing strategies to meet them. Managing and developing relationships with customers, providing them with information and advice and resolving their problems. Analysing and monitoring customer performance and profiles and organising loyalty programmes. It primarily deals with inquiries and complaints, addressing immediate customer needs, and providing support to customers as they interact with the business or product. Customer relations has a broader, long-term role in the business and customer relationship.

Republic Act No. 11032 or the Ease of Doing Business (EDB) of 2018. Ease of Doing Business and Efficient Government Service Delivery Act of 2018. This Act requires all government offices and agencies including LGUs, GOCCs and other government instrumentalities whether located in the Philippines or abroad to provide services covering business and nonbusiness related transactions. Republic Act No. 11032 or the Ease of Doing Business and Efficient Government Service Delivery Act of 2018 is an act that aims to streamline the current systems and procedures of government services.

The Anti-Red Tape Authority (ARTA) was established and empowered to implement and oversee a national policy on anti-red tape and ease of doing business and to monitor and evaluate compliance of agencies covered under Sec 3 of RA 11032, and issue notice of warning to erring and/or noncomplying government employees. To eliminate bureaucratic red tape, avert graft and corrupt practices and to promote transparency and sustain ease of doing business, the DICT shall be primarily responsible in establishing, operating and

maintaining a CBP or other similar technology, as the DICT may prescribe.

Republic Act 10844: The Department of Information and Communications Technology Act of 2015. May 23, 2016 — Approved on May 23, 2016: An Act Creating the Department of Information and Communications Technology, defining its Powers and Functions. Ensure and protect the rights and welfare of consumers and business users to privacy, security and confidentiality in matters relating to ICT, in coordination with agencies concerned, the private sector and relevant international bodies. Information technology (IT) is the use of computers, storage, networking and other physical devices, infrastructure and processes to create, process, store, secure and exchange all forms of electronic data.

House Bill 6137 or the “Corporate Social Responsibility Act”, seeks to foster sustainable economic development and environmental protection by encouraging corporations to inculcate the value of social responsibility in community development in their organization’s operations and activities. The bill defines corporate social responsibility (CSR) as the commitment of a business corporation to contribute on a voluntary basis to sustainable economic development by working with relevant stakeholders to improve their lives in ways that are good for business and society at large.

The bill provides that CSR-related activities include charitable programs and projects; scientific research, youth and sports development, cultural or education promotion, services to veterans and senior citizens; social welfare; environmental sustainability, health development, disaster relief and assistance, and employee and worker welfare CSR-related activities, among others.

Moreover, through these we can identify ways to improve thus, measure the efficacy of solutions. How in the past certain problems were given a recommendation that improved over time. These were adopted by organizations for the consequent changing policies and behavior of internal and external stakeholders.

Hence, the need to prove these theories.

III. THE PROBLEM

Statement of the Problem

This research determined the extent of quality service delivery in relation to customer relation at Biofree, Philippines at Lapulapu City, for the Calendar Year, 2024 as basis for Vibrant Engagement Plan.

Specifically, the research conveyed to answer the following questions:

1. What is the demographic profile of the following:

1.1 employees’

- 1.1.1 age and gender,
- 1.1.2 civil status,
- 1.1.3 highest educational attainment,
- 1.1.4 related seminars/trainings attended,
- 1.1.5 number of years in the company, and
- 1.1.6 performance rating?

1.2 client’s

- 1.2.1 age and gender,
- 1.2.2 civil status,
- 1.2.3 type of client, and
- 1.2.4 type of transaction availed?

2. As perceived by the respondents’ groups, what is the status of customer relations at the Company . in terms of the following dimensions:

- 2.1. empathy,
- 2.2. responsiveness,
- 2.3. customer engagement and
- 2.4. reliability?

3. What is the extent of quality service delivery in terms of the following Key Performance Indicators (KPIs)?

- 3.1. time response
- 3.2. average speed of responses,
- 3.3. observance of schedule,
- 3.4. level of service and
- 3.5. call abandonment rate?

4. Is there a significant relationship between the extent of quality service delivery and status of customer relations?

5. What are the issues and concerns in the delivery of quality service by the Company?

6. Based on the findings, what Vibrant Service Engagement Plan can be crafted?

Null Hypothesis

The given null hypothesis was tested at .05 level of significance.

Ho. There is significant relationship between the extent of quality service delivery and status of customer relations.

Significance of the Study

The findings of this research could be extremely useful in the following areas:

Administration Management. Administrative management refers to the process of maintaining and running an organization or business. The primary objective of this management style is to create a formal structure that encourages success for a particular organization or business.

Customer Relation Management. Customer relationship management (CRM) is a technology for managing all of your company's interactions with current and potential customers. The goal is simple: improve relationships to grow your business. CRM technology helps companies stay connected to customers, streamline processes, and improve profitability.

Clients/Stakeholders. They will be ensured in the delivery of good quality service and satisfaction by promptly addressing the needs of the clientele. This will also enhance good relations while achieving similar direction and goal for community service.

Researcher. This research will help improve planning processes and development of strategies with regards to producing recommendation and solution to problems in customer engagement with both public

and private sectors and uphold values in community service, integrity, professionalism, excellence, and teamwork.

Future Researcher. This study served as a benchmark for future researchers who will be conducting the same study.

IV. RESEARCH METHODOLOGY

This section contained the research methodology which included the design, flow of the study, environment, respondents instrument data gathering procedure, statistical treatment and scoring procedure.

Methodology in research defined as the systematic method to resolve a research problem through data gathering using various techniques, providing an interpretation of data gathered and drawing conclusions about the research data. Essentially, research methodology is the blueprint of a research or study. It is both “the collection of methods or rules” applied to research, as well as the “principles, theories, and values” that support research approach. Simply put, a research paper’s methodology section must shed light on how one will be able to collect or generate research data and demonstrate how to analyze them. (SHU Library, 2020).

Design

The descriptive-survey-quantitative research method was used in this study. Descriptive survey is a method of collecting information by interviewing or administering a questionnaire to a sample of individuals. A research design dictates what, why, where, when, and how it will be done. The design of this study is chosen because it would provide numerical descriptions of the population as well as descriptions of events as they are, were, or will be in the future.

According to Brannen, 2017, quantitative research strategy will help the researchers to test the hypothesis by gathering and analyzing the proper data about the topic. Among all the research designs the authors have used the descriptive research design for this research as it is helpful to gain knowledge

about the study. The variables in a descriptive research plan are not controlled or manipulated by the researcher; instead, they are observed and measured.

Watkins, 2018, said that the questionnaire will be constructed using measures selected from the extant literature based on how they tapped into the conceptual domain of their respective focal constructs. Pearson's r will be used to determine if there is significant relationship between two groups. The bi-variate Pearson Correlation produces a sample correlation coefficient, r , which measures the strength and direction of linear relationships between pairs of continuous variables. By extension, the Pearson Correlation evaluates whether there is statistical evidence for a linear relationship among the same pairs of variables in the population, represented by a population correlation coefficient, ρ ("rho"). The Pearson Correlation is a parametric measure (Kent State University, 2021).

Flow of the Study

This research adopted the Input-process-output (I-P-O) which is a structured methodology for capturing and visualizing all of the inputs, outputs, and process

steps that are required to transform inputs into outputs. It is often referred to, interchangeably, as an I-P-O model or an I-P-O diagram, both of which make reference to the intended visual nature of the method. Used correctly, the I-P-O model offers a simple, practical, and efficient way to analyze and document a transformation process.

There are three (3) parts in the flow of the study - Input, Process and Output. The information indicated under Input were the demographic profile of the respondent-groups; perception of the respondent groups as to the extent of quality service delivery and status of

Customer relations of the different offices in this study, shows a significant relationship between the between the extent of quality service delivery and status of customer relations and the issues and concerns related to quality service delivery. The Process included the transmittal letter, survey questionnaires, data gathering, statistical treatment, summary of findings, conclusions and recommendations.

The Output was the Vibrant Engagement Plan.

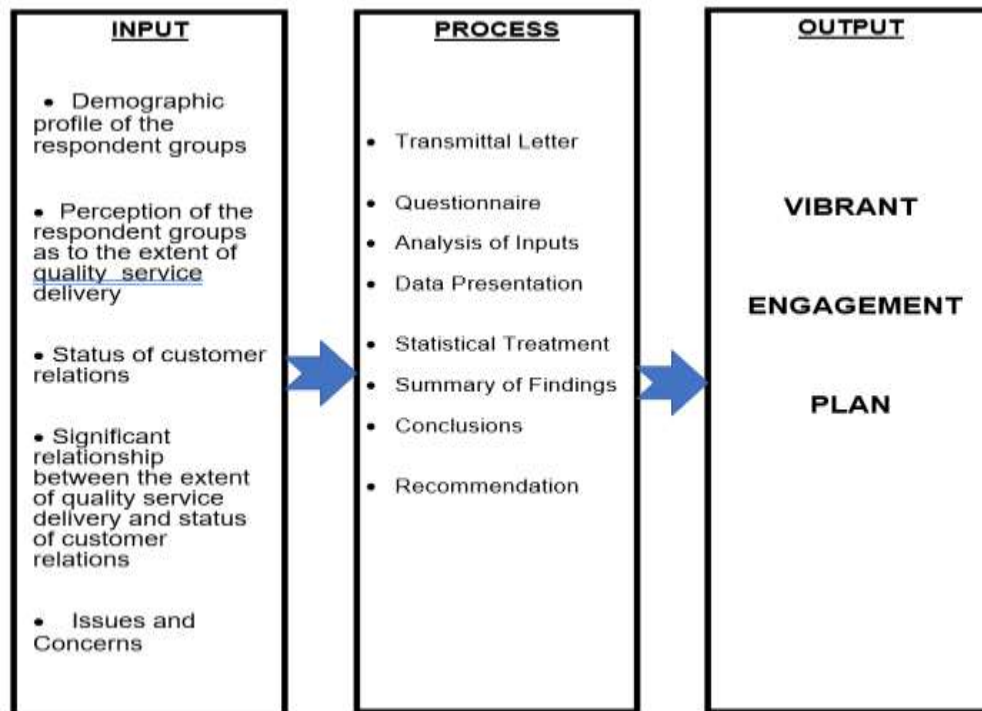


Figure 2: Flow of the Study

Environment

The locale of the study was located at the Biofree Group of Companies at Lapulapu City, Cebu.

Biofree Group of Companies at Lapulapu City, composed of Integrated Pest Management General Pest Control, Cleaning Services, Kitchen & Air Duct Cleaning, Electrical Services, and Resto Bar (Sailin Bistro). The company started since 1965, a young entrepreneur was able to discover the methods in Pest Control, 50 years of experience in pest control and in 2006 BIOFREE expanded and is one of the leaders in the industry, specializing in protection against common pests, including termites, rodents, and various flying & crawling insects in food

services, Hospitality buildings and in homes. In addition to pest control, the company offers integrated plans to help protect the whole home, including exclusion and disinfection services. BIOFREE serviced in Cebu; Manila; Iloilo and Tagaytay residential and commercial customers. BIOFREE believes the company has a responsibility to protect environment using non-chemical approach to control pests such as mechanical traps, Fly traps that doesn't need excessive garden spraying. BIOFREE helps their clients create cleaner and healthier establishments and guided by the latest practices in pest management.



Figure 3: Environment of the Study

Respondents

There were 76 respondents in this research composing of six (6) employees and seventy (70) customers and were chosen in random. These client respondents availed the services of the company in terms of business outsourcing, manpower, health and medical services. The population can be characterized in terms of geographical location, age, income, or many other criteria. It is crucial to

thoroughly define your target population according to the aim and realities of your project.

Shona McCombes, 2019 elaborated that in conducting research about a group of people, it's rarely possible to collect data from every person in that group. Instead, you select a sample. The sample is the group of individuals who will actually participate in the research. To draw valid

conclusions from your results, you have to carefully decide how you will select a sample that is representative of the group as a whole. This is called a sampling method.

It is important to carefully define your target population according to the purpose and practicalities of your project. If the population is very large, demographically mixed, and geographically dispersed, it might be difficult to gain access to a representative sample. A lack of a representative

sample affects the validity of your results, and can lead to several research biases, particularly sampling bias.

The external client respondents had first-hand knowledge and observe how its employees cater to their needs.

Table 1 indicates the number of respondent groups that were involved in this research.

Table 1 Distribution of Respondent Groups

Companies	Employees	Customers/Clients	Total	%
Biofree Pest Control Services Group of Companies.	6	70	76	100.00
Total	6	70	76	100.00

Instrument

The research adopted questionnaires from recent studies which include some of the mechanisms relevant to the study but was modified to conform to the present research. The items were drawn from the extant quality service delivery and customer relations (Mukucha, P. 2020).

1. Questionnaire. This consists of four (4) parts described as follows:

Part I. This part covers the demographic profile of respondent groups.

Part II. This part refers to the extent of the quality service delivery of the Biofree Group of Companies.

Part III. This part refers to the company's status of customer relations.

Part IV. This part contains the issues and concerns on the quality service delivery with respect to customer relation.

2. Informal interviews related to this research.

Data Gathering Procedure

Data Gathering. During the completion of this research, the following procedures will be strictly adhered to:

Permission to conduct study. The following procedures were carefully observed in the conduct of the research.

The researcher asked permission from the General Manager of Biofree Pest Control Services to conduct research in view of his observation that customer relation has something to do in the delivery of quality service to clients. The researcher discussed about the process, the methods and interventions were employed. Additionally, the benefits and advantages that the company will gain and earn from this research especially the delivery of quality service and customer relations were also considered in the discussion.

After which, the researcher wrote a letter to the Management requesting permission to undertake the research. The researcher gathered the data and come to the necessary conclusion and recommendation based on the availability of information and how it was attained. The respondent groups were also questioned. The outcome of the research was based on their responses to the questionnaires.

Data Analysis. When all of the data were gathered, the researcher will examine, analyze and draw from the outcome, the appropriate conclusions and recommendations.

Formal and Informal interviews. All their responses to the questionnaires, there were a follow-up interviews for purposes of clarification.

Statistical Treatment

The information were collected, tallied, and tabulated before being subject to any statistical analysis. To assess the respondent groups' personal profile, a simple percentage was used. To assess the respondent groups' extent on the delivery of quality service and

status of customer relations, the weighted mean was used. Finally, to test the significant relationship between the extent of quality service delivery and status of customer relation, the Pearson $-r$ was used. For the issues and concerns relative to the delivery of quality service and customer relation, the same was respectively ranked in accordance to its seriousness from one (1) to ten (10).

Scoring Procedure

The following categories and numerical values were used to assess the responses to Part II under the extent in the delivery of public services.

Scale	Weight	Category	Verbal Description
4	3.26 – 4.00	Highly Executed (HE)	Delivery of customer quality service had been fully served on clients
3	2.51 – 3.25	Moderately Executed (ME)	Delivery of customer quality service had been fairly served on clients
2	1.76 – 2.50	Poorly Executed (PE)	Delivery of customer quality service had been poorly served on clients
1	1.00 – 1.75	Not Delivered (ND)	Delivery of customer quality service had not been served on clients

Legend: 3-26- 4.00 Highly Executed (HE) 2.51-3.25) Moderately Executed (ME), 1.76-2.50 Poorly executed (PE) and 1.00-1.75 Not executed (NE)

To measure the responses to Part III under status of customer relation, the following categories and numerical values were applied.

Scale	Adjectival	Description
4	Strongly Agree	The client respondents greatly conform to the statement describing how the company deals with their customers
3	Agree	The client respondents somewhat conform to the statement describing how the company deals with their customers
2	Disagree	The client respondents do not conform to the statement descry bing how the company deals with their customers
1	Strongly Disagree	The client respondents is greatly not in conformity to the statement describing how the company deals with their customers

To measure the responses to Part IV under issues and concerns that respondents have observed in the following categories and numerical values were used:

Scale	Weight	Category	Verbal Description
4	3.26 – 4.00	Extreme Hindrance (EH)	The issue has huge hindrance to the company.
3	2.51 – 3.25	Moderate Hindrance (MH)	The issue has slight hindrance to the company
2	1.76 – 2.50	Somewhat a Hindrance (SH)	The issue has a bit hindrance to the company
1	1.00 – 1.75	Not a Hindrance (NH)	The issue is not a hindrance or barrier to the company

V. DEFINITION OF TERMS

The terms used in this study, conceptual terms that are integral and critical to this study are operationally defined. The following terminologies are operationally described to better explain some of the terms used in this analysis.

Assurance - refers to the knowledge and courtesy of employees and their ability to convey trust and confidence.

Availability of Talent. This is one of the key segments for setting up an effective hiring plan and running a successful business for every company. The specificity of our methodology is reflected in the collection of relevant and reliable information from different sources of interest – official data of relevant institutions at the national and regional level, as well as from qualified experts for the positions of interest. The final product of the study is a tailor-made report related to any industry, sector or position of interest. **Average Speed of Answer (ASA)** is the total wait time that callers are in queue, divided by the number of voice calls handled. This includes calls handled by an interactive voice response (IVR) system, as well as calls handled by live analysts. Most automatic call distributor (ACD) systems capture this metric.

Building Community Relations in Business Process Outsourcing for Resilient Quality Service. This

refers to the strategies or mechanisms that will be applied to build strong community relations with the public and private sectors to ensure smooth flow of services, develop trust and flexibility to complement client's needs.

Call Abandonment Rate is the proportion of inbound calls to a call center where the customer hangs before their call is answered by an agent. It is a key metric for measuring the performance of your call center and overall customer service.

Customer relation is about managing interactions with previous, current, and potential customers. Companies that manage their customer relations well develop a customer experience strategy that strengthens customer retention and promotes customer acquisition. It is measured in terms of the following dimensions:

Reliability – this refers to the quality of being able to be trusted or believed because of working or behaving well.

Responsiveness – being able to react quickly to people or events and to show emotions such as pleasure and affection.

Empathy – refer to the caring, individualized attention the company provides its customers.

Difficult clients are part of doing business. Often they're difficult because they're unhappy with part of the service, product or customer experience. Sometimes, they could simply have a personality clash with a member of your team or their behavior doesn't align with your company values – or your team's culture. Maybe their expectations are unrealistic.

Key Performance Indicators (KPIs) are indicators that measure how well is the team/company performing in certain areas.

Quality service delivery is the ability to deliver service in line with internal specifications of quality, designed according to the management's perception of customer needs and expectations. This involves the following dimensions:

Response time refers to the speed at which the server can respond

to a request. Accordingly, the average response time should be under 200 milliseconds as it gives the feeling of an instant response.

Service level describes, usually in measurable terms, the services a network service provider furnishes a customer within a given time period. When used as a call center metric, service level measures the percentage of incoming calls that an agent answers live in an established amount of time.

Schedule adherence is a metric revealing whether or not call center agents are adhering to their assigned schedules. The metric is defined as a percentage of the working day where an agent is available for calls. Vibrant engagement plan is an effective customer engagement strategy that leads to more satisfying customer experiences, more effective marketing campaigns, and more profitable performance all year long. It ensures that customers interact with and purchase from the company's products not just during peak season or when they are running a sale, but all the time.

VI. PRESENTATION, DATA ANALYSIS AND INTERPRETATION

The information gathered in this chapter is presented in tables. The findings of this research were obtained, evaluated, and clarified. The research utilized a total of (76) respondent groups. Broken as, (6) employees of Biofree Group of Companies at Lapulapu City and (70) clients, who were aware and received services from the said company, both from the public and private sector. Further, the research used a random sampling for both respondents.

The (6) respondents of the study were employees of the Biofree Pest Control Services, Philippines, Inc. from different ranks. Their ages were from 20 years old and above, and aware of the services and operations.

The (70) transacting clients who received services from Biofree Group of Companies particularly were representatives from different agencies public or private customers who received services from the said company.

The presentation is divided into three (3) parts.

Part I provides the demographic profile of the internal respondents referred to Biofree Group of Companies employee respondents, as to age and gender, civil status, highest educational attainment, organizational level, number of years in service, relevant trainings/seminars attended, and performance rating.

On the other hand, the demographic profile of external respondents referred herein included age and gender, civil status, type of transacting client, and type of services availed at Biofree Pest Control Services Group of Companies.

Part II is the extent of quality service delivery in terms of the following Key Performance Indicators (KPIs) time response, average speed of responses, observance of schedule, level of service and call abandonment rate.

Part III is the status of customer relations at the Company. in terms of the dimensions such as

empathy, responsiveness, customer engagement, and reliability.

Part IV discusses the issues and concerns according to its significance related to quality service delivery of Biofree Group of Companies.

VII. DEMOGRAPHIC PROFILE OF THE RESPONDENT GROUPS

This section discussed the demographic profile of the respondent groups:

Employees

Age. It is a period of human life, measured by years from birth, usually marked by a certain stage or degree of mental or physical development and involving legal responsibility and capacity. It is the age of discretion, consent. It is a time a person has existed since birth. Age, is considered as indication of the passage of time and the length of time something has been in existence or has endured—appears to be culturally neutral (Encyclopedia.com, 2018).

According to Magorzata Rembiasz, 2017 that ageing of societies in highly developed countries caused by longer lifespans and low population growth is bound to make age management central to human resource management. The use of an age management strategy by enterprises generates tangible benefits for both mature and younger workers. Jobs designed in compliance with ergonomic principles are likely to contribute to prolonging life expectancy and improving the health of all workers as well as increasing work efficiency in enterprises.

Gender. Refers to the characteristics of women, men, girls, and boys that are socially constructed. This includes norms, behaviors and roles associated with being a woman, man, girl, or boy, as well as relationships with each other.

As a social construct, gender varies from society to society and can change over time. Gender interacts with but is different from sex, which refers to the different biological and physiological characteristics of females, males, and intersex persons, such as chromosomes, hormones, and reproductive organs.

Gender and sex are related to but different from gender identity. Gender identity refers to a person's deeply felt, internal and individual experience of gender, which may or may not correspond to the person's physiology or designated sex at birth (World Health Organization, 2022).

In today's rapidly evolving society, the conversation around gender equality in the workplace cannot be overlooked or overstated. As stated by Natassa Demetriou, 2024 that it has undoubtedly been considerable progress compared to previous generations, we are still far from having established gender parity in the workplace, and the issue of inequality persists. Subsequently, the conversation around gender inequality must remain ongoing and proactive measures must be taken to address gender inequality concerns and champion women's empowerment at work. Change can only be achieved through unity, where everyone, regardless of gender, understands the impropriety of gender bias and diligently work towards combating it, to ensure equal rights and opportunities for all. Most importantly, employers must take steps to promote and set an example of what gender equality in the workplace should look like.

Table 2 presents the age and gender of the employee respondents.

Table 2 Age and Gender (N=6)

Age	Gender				Total		
	Male		Female				
	<i>f</i>	%	<i>f</i>	%		<i>F</i>	%
41 - 50	1	33	1	17		2	33.00
31 - 40	2	17	2	33		4	67.00
Total	3	50	3	50		6	100.00
Mean Age: 43				Male: 3		Female: 3	

Table 2 shows that 2 or 33% percent of the employee respondents belonged to age bracket of 41-50 years old; 4 or 67% percent belonged to age bracket 31-40 years old. The mean age was 43. According to some employee respondents, they have been an employee for several years, and their age has greatly affected their service. The use of an age, and younger workers. Jobs designed in compliance with

ergonomic principles are likely to contribute to prolonging life expectancy and improving the health of all workers as well as increasing work efficiency in enterprises.

Demetriou, 2024, mentioned that in ensuring conditions that enable workers to operate properly in their working environment, one should bear in mind that humans are an organization's most valuable resource. However, to utilize their potential, they need access to an environment that will allow them to operate normally. An enterprise's success or failure in enabling employees to satisfy their needs makes an enormous difference for the effects of their work. By reducing stress by establishing proper working conditions, enterprises can cut their losses, improve productivity and increase their ability to carry out tasks and run processes. To ensure the capability to carry out vocational tasks, work must be designed in recognition of the capacities of persons of a specific age and in a specific environment. It is crucial to coordinate psychological and physical effects with the ability to cope with specific situations.

The presence of negative age-related stereotypes according to Weber, 2019 that it does not only result in direct discrimination. It can also result in worker under-performance, even for employees who have previously performed strongly. This can occur through two routes – one external and one internal. As can be seen, 50 percent or 3 out of 6 employee respondents were females while 3 were also males. It can increase public service quality by providing services that reflect and meet the needs of the community, improving social dialogue and communication.

According to Buchhave, et.al, 2022, that the current status of women in the Philippines is both a cause for optimism and a reason to accelerate efforts for promoting better access to jobs for all women. On several fronts, the Philippines is a best performer when it comes to gender equality in the East Asia and Pacific (EAP) region and even globally. In the latest Global Gender Gap report, the Philippines occupies the 17th place, with 78.4% of its overall gender gap closed to date. This performance is the second best in the EAP region, after New Zealand. A key driver

behind the progress has been the Philippine Magna Carta for Women, a landmark law signed nearly 13 years ago seeking to eliminate discrimination against women.

Civil Status. This refers to being single, married, separated or divorced, widowed, in a civil partnership or being a former civil partner in a civil partnership that has ended by death or been dissolved (Irish Human Rights and Equality Commission, n.d.). Civil status concerns the set of events, facts or expressions of will inherent in a citizen's life: birth, marriage, civil partnership, death, divorce, citizenship. The registration of these events and facts falls within the competence of the Civil Registrar, whose functions are carried out in Italy by local authorities and abroad by consular offices.

SECTION 1. Authority to Correct Clerical or Typographical Error and Change of First Name or Nickname. – No entry in a civil register shall be changed or corrected without a judicial order, except for clerical or typographical errors and change of first name or nickname, the day and month in the date of birth or sex of a person where it is patently clear that there was a clerical or typographical error or mistake in the entry, which can be corrected or changed by the concerned city or municipal civil registrar or consul general in accordance with the provisions of this Act and its implementing rules and regulations.”

Table 3 shows the civil status of the teacher respondents.

Table 3 (N = 6)

Civil Status	Percentage	
	<i>F</i>	%
Single	2	33
Married	3	50
Widow/Widower	1	17
Total	6	100.00

Table shows that 3 or 50 percent of the employee respondents were married, 2 or 33 percent were still

single, and 1 or 17 percent were widowed. The data shows that the majority of employee respondents were married.

The respondents believed that marriage is the most important event in a person's lives. Thus not all are blessed with their marriage relationship but most of the people especially in business, it is important to have a happy relationship as a couple.

K.L. Lichstein, in Encyclopedia of Sleep, 2014 said that one study had assessed the influence of marital status on neurosurgical outcomes (Figure 2). Marital status was evaluated exclusively in spinal oncology, comparing the outcomes between married and non married people (Table 3). Being married was found to be protective, with their family. The studies that have included data on participant marital status have yielded contradictory results. Some research indicates that the incidence of insomnia is greater among unmarried individuals, because they are thinking on what yet to be done for tomorrow's job, thus, significant risk factor for insomnia. Other studies, after controlling for variables such as gender, age, mood disturbance, and chronic illness, have found that marital status is not a significant risk factor.

Highest Educational Attainment. This refers to the highest-level education that a person has successfully completed. Successful completion of a level of education refers to the achievement of the learning objectives of that level, typically validated through the assessment of acquired knowledge, skills and competencies. Less than one-third of adults have completed primary education in many sub-Saharan African countries. In most Western European countries, by contrast, nearly all adults have completed primary education and, in many cases, one-third of adults have a tertiary degree.

According to UNESCO, educational attainment refers to the highest level of education that an individual has completed. By tracking attainment levels across countries and over time, the UIS provides unique insights into the benefits that can arise from education – from the earning potential of individuals to the economic growth. The World Inequality Database on Education (WIDE) highlights the

powerful influence of circumstances, such as wealth, gender, ethnicity and location, over which people have little control but which play an important role in shaping their opportunities for education and life. It draws attention to unacceptable levels of education inequality across countries and between groups within countries, with the aim of helping to inform policy design and public debate.

Table 4 presents the highest educational attainment of Biofree Group of Companies, Philippines, Inc. employee respondents.

Table 4 Highest Educational Attainment

Educational Attainment	Total	Percentage
	<i>F</i>	%
Doctoral Level	1	16.67
Masters Graduate	2	33.33
Bachelor's Degree or college level	3	50
Total	6	100.00

This table reveals that 3 or 50 percent of the employee respondents have completed their Bachelor's Degree or college level, while 2 or 33.33 percent have taken units in college but have not completed and 2 or 14.28 percent has taken units in masteral studies.

In an interview conducted by the researcher, majority of the respondents of Biofree Group of Co. employees have bachelor's degree. They believed that having a degree can open the doors to new opportunities as it serves as a career booster, helping someone move to upper-level management, positions with more security and potentially a role with higher pay. They hold on to the idea that it could possibly give the person the edge over fellow colleagues. While a few have showed interest to pursue graduate studies as they believed that it will even open more opportunities, they find it difficult to do so because of the demands of work such as constant travels, graveyard work schedule and other personal responsibilities at home.

Relevant Training/Seminars. Training involves learning new skills or enhancing existing ones through practice and instruction, helping you become

more effective in specific tasks. Seminars, on the other hand, are meetings or conferences where experts share their knowledge on a particular topic, offering you the chance to. Employee training programs help improve the knowledge and skills of employees to match the various changes in the industry. These improvements will positively affect the productivity of workers, which can increase the profits and efficiency of an organization. Training

has been found to dramatically improve productivity and performance by providing employees with the skills they need to complete essential tasks. Effective training can also increase independence, equipping employees with adequate knowledge to do their job, without having to ask for help.

Table 5 presents relevant trainings/seminars.

Table 5 Relevant Training/Seminars (N=6)

Relevant training/seminars attended	Total/ Percentage	
	<i>F</i>	<i>Rank</i>
Communication	3	4
Leadership	2	5
Capability training	6	1
Process Improvement	5	2
Values	4	3

Table 5 presents the relevant training / seminars where capability training ranked as first with 6 employees. Followed by the process improvement with 5 employees and ranked as 2nd and followed by values training ranked as 3rd with 12 employees. Communication training ranked as 4th with 3 employees attended and lastly is the leadership training with two attendees.

Therefore, the knowledge you gain from training and seminars can help improve your work performance. If you attend any productivity or time management training program, you will learn some fundamental principles for increasing productivity at work. Training/Seminars are educational activities within an organization that are designed to improve the job performance of an individual or group.

According to IBM, 2022, these programs typically involve advancing a worker's knowledge and skill sets and instilling greater motivation to enhance job performance. A Training and/or Seminar can be created independently or with a learning system, with the goal of employee long-term development. Common training practices include orientations,

classroom lectures, case studies, role playing, simulations and computer-based training, including e-learning.

Number of Years in Service. This refers to the period of service of the employee measured by his hired date and adjusted hired date based in his employee records (Law insider, 2022). The number can help the organization determine how stable the workforce is and can be used for comparisons between different teams or age range.

Table 6 presents the number of years in service of the Biofree Group of Co., employees.

Table 6 Number of Years in Service (N=6)

Number of years in service	Total/ Percentage	
	<i>F</i>	<i>%</i>
21 to 30 years	1	17
11 to 20 years	2	33
1 to 10 years	3	50
Total	6	100
Mean Year in Service: 10 years		

The table reveals that 3 or 50 percent of the employee respondents belonged to the bracket of 1 to 10 years in service, while 2 or 33 percent belonged to the bracket of 11-20 years of service, and 1 or 17 percent belonged to the bracket of 21 - 30 years of service. The average length of service shows 10.9 years.

According to Jarvis, 2022, the number of years in service is important in the workplace because it can influence job satisfaction, work performance, and employee retention. Longer length of service can provide employees with increased job security and a sense of loyalty from their employer. It also gives them an opportunity to develop deeper relationships with co-workers and supervisors and become more knowledgeable about the organization's products and processes.

These employees who achieved the tenured status have endured the rigorous if not demanding nature of work and type of schedule that may have adverse effects in their family life, personal life, relationships with co-employees and management, and even their work-life.

Performance Rating. Performance rating helps people do their jobs better, identifies training and education needs, assigns people to work they can excel in, and maintains fairness in salaries, benefits, promotion, hiring, and firing. Most workers want to know how they are doing on the job. It refers to a score or measurement base on an individual's performance. According to Hayes A, 2022, this is used in performance management systems to review and evaluate an employee's level of performance or achievement over a period.

Table 7, shows the results employee respondents' performance rating.

Table 7 Performance Rating (N=6)

Adjectival Rating	Percentage	
	<i>F</i>	%
Very Satisfactory	5	83
Satisfactory	1	17
Total	6	100

Table 8 reveals that 5 or 83 percent of employee respondents received a rating of Very Satisfactory while 1 or 17% with a rating of satisfactory .

According to Nanjundan, 2022, where employee performance is how well an employee performs his job duties defined as accomplishing and performing the tasks required of them. It refers to output performance, quality, and efficiency. Performance contributes to the assessment of how valuable an employee is to the organization to their quality of work, quantity of work, knowledge of work, and relationships. Employee performance appraisal provides employees with clarity about the wishes and expectations of superiors. A rating scale is one of the most common measures of employee performance or achievement. These scales are simple to roll out, provide a thorough assessment and paint a clear picture of which employees are thriving and which ones need help.

There is no one-size-fits-all answer when picking the "best" rating scale for your business. It all boils down to team buy-in. You'll want employees to trust the process and it's a fair and honest performance review

Clients

This section discussed the demographic profile of the client respondents.

Age and Gender. Age is defined as the time a person has existed since birth. Age, is considered as indication of the passage of time and the length of time something has been in existence or has endured—appears to be culturally neutral (Encyclopedia.com, 2018).

Gender refers to the characteristics of women, men, girls, and boys that are socially constructed. This includes norms, behaviors and roles associated with being a woman, man, girl or boy, as well as relationships with each other. As a social construct, gender varies from society to society and can change over time. Gender interacts with but is different from sex, which refers to the different biological and physiological characteristics of females, males and intersex persons, such as chromosomes, hormones and reproductive organs. Gender and sex are related

to but different from gender identity. Gender identity refers to a person's deeply felt, internal and individual experience of gender, which may or may not correspond to the person's physiology or designated sex at birth (World Health Organization, 2022).

Table 8, illustrates the age and gender distribution of client respondents.

Table 8 Age and Gender (Clients) (N = 70)

Age	Gender				Total	
	Male		Female			
	<i>f</i>	%	<i>F</i>	%	<i>F</i>	%
51 -60	2	9.1	6	12.5	8	11.43
41 - 50	4	18.18	10	20.83	14	20.00
31 - 40	8	36.36	18	37.5	26	37.14
20 - 30	8	36.36	14	29.17	22	31.43
Total	22	100.00	48	100.00	70	100.00
Mean Age: 36 Male: 22 Female: 48						

Table 8 shows that 26 or 37.14 percent belonged to 31-40 years old, 20-30 years old comprised of 22 or 31.43 percent while 14 or 20 percent belonged to 41 – 50 years old. For age bracket of 51-59 years old, has 8 or 11.43 percent. Data shows that the Mean age of the respondent is 36 years old having 22 for males and 48 for females.

With regards to the gender of the respondents, Biofree Co. has dominated the female- with 48 client respondents. Women are perceived to be likely to work harder, more patient, less aggressive, and have better interpersonal communication skills.

Significant gender and age effects were found across different factors and domains. More specifically, men were more likely than women to indicate that they were single in order to be free to flirt around, and because they were not into family making; while women were more likely to indicate that they were single in order to avoid getting hurt, and because they have considered themselves not to be desirable as mates. Findings were examined and discussed using evolutionary theories relating to mate selection and evolutionary mismatch (Apostolou M et al, 2020).

Client is somebody who buys goods or pays for services. Companies and other organizations may also be clients. As opposed to customers, clients usually have an arrangement or a relationship with the seller.

Civil Status. This refers to being single, married, separated or divorced, widowed, in a civil partnership or being a former civil partner in a civil partnership that has ended by death or been dissolved (Irish Human Rights and Equality Commission, n.d.). Civil status concerns the set of events, facts or expressions of will inherent in a citizen's life: birth, marriage, civil partnership, death, divorce, citizenship. The registration of these events and facts falls within the competence of the Civil Registrar, whose functions are carried out in Italy by local authorities and abroad by consular offices.

Table 9, presents the civil status of the clients.

Table 9 Civil Status

Civil Status	Percentage	
	<i>F</i>	%
Single	16	22.86
Married	34	48.57
Widow/ Widower	20	28.57
Total	70	100.00

Table 9, reveals that married clients has 34 or 48.57 percent whereas widower status shows 20 or 28.57 percent. Single status has 16 or 22.86 percent. Therefore married clients has the highest number that shows the married clients are working to support their family.

K.L. Lichstein, in Encyclopedia of Sleep, 2014 said that one study had assessed the influence of marital status on neurosurgical outcomes (Figure 2). Marital status was evaluated exclusively in spinal oncology, comparing the outcomes between married and nonmarried patients (Table 3). Being married was found to be protective, with married patients showing a decreased mortality rate after spinal cord tumor resection compared with the nonmarried cohort. The studies that have included data on participant marital

status have yielded contradictory results. Some research indicates that the incidence of insomnia is greater among unmarried individuals, and that being unmarried or widowed is a significant risk factor for insomnia. Other studies, after controlling for variables such as gender, age, mood disturbance, and chronic illness, have found that marital status is not a significant risk factor.

Type of Clients. Refers to extra classifications you can use to define your clients. It is an individual, organization, or business that engages in an ongoing, long-term relationship with a business or service provider to receive specialized services or advice based on their specific needs and goals. Key characteristics of a client . are clients for whom you made a specific, important change in your usual approach. For these clients you work especially hard to give them what they need even if that means changing what your firm does.

Table 10, presents the type of clients.

Table 10 Type of Clients (N=70)

Type of Client	Percentage	
	<i>F</i>	%
Government	25	36
Private	45	64
Total	70	100

Table shows that 45 or 64 percent of the client respondents were from the private sector while the other 25 or 36 percent were from the government sector. Therefore, the type of clients does not deal only private sector but also government sector. The company is open to everybody but more of them are coming from the private sector. Knowing about all the different types of clients is an important factor in deciding the kind of consultancy you want to run. Some super fun clients have terribly boring projects. Some super boring clients have incredibly fun projects.

There's a need to choose the client and the project that brings you the most money and the most enjoyment and also need to know how to handle

clients based on their general interests, buying habits and characteristics. Like most companies, when Less everything started taking clients. These are people who give very little information about their requirements and are just looking for the cheapest price. They're usually the hardest to work with because they don't want you unless you want to be cheap. They want you to work for below market norms, and then they don't understand why you didn't create the Taj Mahal of websites for them.

Type of transaction. Understanding your company's role in a transaction is important. It affects everything from how you service your customers to marketing, pricing and more. There are several different types of business transactions. In some cases, companies may work with multiples types of business transactions, and they may set up different units or departments within the organization to simplify their efforts. By understanding more about these types of transactions, you can make more informed decisions about your company. There are several types of business transactions that may take place, and your company may focus efforts on one or several of these transaction types. When you understand your company's role in the business cycle, you can more easily market to your target audience and establish appropriate pricing.

Table 11 Type of transaction (N=70)

Type of Transaction	Total/ Percentage	
	<i>F</i>	%
Procurement and Supply Chain	10	14
Health, Safety and Security	15	21
Marketing	18	26
order	14	20
accounting	13	19
Total	70	100

Table 11, presents that marketing got the highest with 18 or 26 percent followed by health, safety and security transaction had 15 or 21%. While transaction on order having the frequency of 14 or 20% .

Accounting transaction had a frequency of of 13 or 19%. Lastly the procurement and supply chain with

10 or 14%. Therefore producer find ways and means to show customer satisfaction to attract more of them to make the business more productive. A business transaction is an event that involves a financial transaction between different parties. Typically, this is a reciprocation against goods or services. Such transactions can either be a simple cash purchase or in the form of a contract. If you want to learn more about business transactions, continue reading.

A transaction (also termed a business transaction or financial transaction) refers to an exchange of value. In business, a transaction is an exchange of goods or services at a particular price. Every transaction changes the financial position of a business. For this reason, all transactions must be recorded in the books of accounts.

VIII. EXTENT OF QUALITY SERVICE DELIVERY IN TERMS OF THE KEY PERFORMANCE INDICATORS

This section discussed the clients' perception on the extent of quality service delivery of Biofree employees. This covers the execution of their Key Performance Indications in terms of doing transactions with their clients such as time response, average speed of responses, observance of schedule, level of service and call abandonment rate.

Time Response. Service response time is the time from the moment that a user Makes a request to the server, until the result of the request comes back. Responsiveness is the willingness to help customers and provide prompt service it lets your customers know you're listening to them and working actively to solve their problems. A good average Response Time is typically within 24 hours, with many striving for a response within a few hours during business hours. Improving response time to customers can lead to better customer relationships and increased sales. Customers feel valued and listened to, which leads them to repeat business and recommendations.

Customers judge businesses not only on their service quality but also on their speed of delivery and response. Technology advancements have made speed essential for companies to stay competitive.

Customer response time is an incredibly important aspect of business operations. As a result, businesses are exploring different ways to improve this. So what are the best ways to make sure customers get the answers they need quickly? How can we ensure this process is accelerated effectively? Response time is an essential metric to measure customer service effectiveness, determining how quickly customer inquiries are answered. Response times should be fast enough to keep customers satisfied without sacrificing the quality of the response.

Table 12 presents the time response of quality service delivery.

Table 12 Time Response

S/N	Statements	$\bar{X}$	Std Dev	C
1	Ability to give response to incoming calls	2.67	0.94	ME
2	Ability to answer calls within a specified time frame (80% of calls rendered in 20 seconds)	2.54	0.65	ME
3	Ability to connect all customers and resolve in a timely manner	2.67	0.94	ME
AVERAGE WEIGHTED MEAN		2.63	0.84	ME

Legend: 3-26- 4.00 Highly Executed (HE) 2.51-3.25) Moderately Executed (ME), 1.76-2.50 Poorly executed (PE) and 1.00-1.75 Not executed (NE)

Table 12, presents the time response for the service quality delivery. Statement no. 1 states that the employee has the ability to give response to incoming call have a WM of 2.67 with a SD of 0.94 having a category of Moderately Executed. Wherein the company enforce the employee to serve well the clients to satisfy the services offered. Statement no. 2 which is the ability to call the client within a specified time frame with a WM of 2.54 with a SD of 0.65 having a category of Moderately Executed. Third statement with is the Ability to connect all customers and resolve in a timely manner with a WM of 2.67 with a SD of 0.94 having a category of Moderately Executed. The average Weighted Mean shows 2.63 with a SD of 0.84 with a category of

Moderately executed. Therefore, the company is not highly executed in terms of the time response delivery of the service might be due to some factors but the company try to cater the clients with an excellent service.

Average speed of responses. In today's increasingly competitive market, it's essential that you provide an exceptional customer experience.

For almost any product or service, there are now a multitude of providers. Customers have an abundance of brands fighting for their business every day, with the quality of customer service being the crucial competitive differentiation. Modern customers have high expectations - they want first-rate service and they want it fast. In fact, 75% of consumers consider a fast response time to be the most important element of the digital customer experience. And if that's not enough to convince you, research has also found that 78% of customers buy from the vendor that responds to their inquiry first. So, if you're agonizing over your organization's average response time and are searching for ways to improve it – look no further. Average response time is simply the average amount of time that elapses between a customer contacting your business and an agent replying to them.

This metric can be calculated by dividing the total time taken to respond during a particular time period by the number of replies sent during that same time period. Your average response time can vary across different digital support channels.

Table 13, presents the average speed of responses of quality service delivery.

Table 13 Average speed of responses

S/N	Statements	$\bar{X}$	Std Dev	C
1	Able to respond the client within 24 hours	2.67	0.94	ME
2	Able to respond for live chat, it should not be more than 3-5 minutes	2.63	0.84	ME

3	Able to respond email within 12 hours or less	2.54	0.65	ME
AVERAGE WEIGHTED MEAN		2.61	0.81	ME

Legend: 3-26- 4.00 Highly Executed (HE) 2.51-3.25) Moderately Executed (ME), 1.76-2.50 Poorly executed (PE) and 1.00-1.75 Not executed (NE)

Table 13, presents the Average speed of responses for the service quality delivery. Statement no. 1 states that the employee is able to respond the client within 24 hours having a WM of 2.67 with a SD of 0.94 having a category of Moderately Executed. Wherein the company enforce the employee to serve well the clients to satisfy the services offered. Statement no. 2 which is the ability to respond for live chat, it should not be more than 3-5 minutes with a WM of 2.63 with a SD of 0.84 having a category of Moderately Executed. Third statement states that the ability to respond email within 12 hours or less with a WM of 2.54 with a SD of 0.65 with a category of Moderately executed. For the Average WM of 2.61 and SD of 0.81 with a category of ME. Therefore, the company is not highly executed in terms of the time response delivery of the service might be due to some factors but the company try to cater the clients with an excellent service. Average Speed of Answer, or ASA, measures how quickly your customer service folks pick up the phone. It starts ticking when the call enters the waiting line. It stops when an actual human answers. So it shows how long customers have to hang around before getting help.

Observance of schedule. SDM best practices include listening to your customers, setting clear expectations, communicating effectively, and continually monitoring performance. By doing so, you can ensure consistent delivery of high-quality services. The foundation of excellent service delivery begins with a deep understanding of your customers. Take the time to gather insights into their needs, preferences, and pain points. Conduct surveys, engage in customer interviews, and analyze data to create customer personas. Quality service delivery refers to the level of excellence in providing services to customers, including factors such as tangibility, reliability, responsiveness, assurance and empathy.

Quality service delivery refers to the provision of excellent services that meet or exceed customer expectations. It is a critical factor for the success of any business, including hospitality and tourism industries. In the context of public services, quality service delivery ensures citizens' satisfaction and trust in the government.

In the case of local governments, service quality delivery is measured by the degree to which the services provided align with customer expectations. In the fast food industry, service quality delivery includes factors such as tangibility, reliability, responsiveness, assurance, and empathy, which significantly influence consumers' choice of fast food outlets. Overall, quality service delivery involves meeting customer needs, providing prompt and reliable service, and ensuring customer satisfaction and trust in the organization or government entity.

Table 14, shows the extent of quality service as perceived by respondent groups under Observance of Schedule.

Table 14 Observance of Schedule

S/N	Statements	$\bar{X}$	Std Dev	C
1	Ability for agents to stick to their schedules	2.63	0.84	ME
2	Ability to track schedule adherence in real time provide customers with their answers and automatically send alerts	2.54	0.65	ME
3	Ability to coordinate with management on changes of schedules	2.61	0.81	ME
AVERAGE WEIGHTED MEAN		2.59	0.69	ME

Legend: 3-26- 4.00 Highly Executed (HE) 2.51-3.25) Moderately Executed (ME), 1.76-2.50 Poorly executed (PE) and 1.00-1.75 Not executed (NE)

Table 16 presents the observance of schedule for the service quality delivery. Statement no. 1 states that the employee has the Ability for agents to stick to their schedules having a WM of 2.63 with a SD of 0.84 having a category of Moderately Executed. Wherein the company enforce the employee to serve well the clients to satisfy the services offered. Statement no. 2 states that the employee has the ability to track schedule adherence in real time provide customers with their answers and automatically send alerts with a WM of 2.54 with a SD of 0.65 having a category of Moderately Executed. Third statement states that the employee has the ability to coordinate with management on changes of schedules with a WM of 2.61 with a SD of 0.81 with a category of Moderately executed. For the Average WM of 2.59 and SD of 0.69 with a category of ME.

The result shows that there's Moderately performed in the AWM, therefore the company in a service delivery assessment can include different methods and tools, such as surveys, interviews, focus groups, audits, benchmarks, metrics, and dashboards. Measuring service delivery effectiveness is like judging a dance competition – you need the right moves! An observation schedule is a form which directs a researcher to pay attention to certain behaviors and situational features.

Level of service . Service level in a call center refers to the percentage of calls answered within a given time frame. The more calls representatives answer within that predetermined time, the less time customers spend waiting on the line and the happier they'll be with your company. To know where your service quality stands, you need to measure it by asking customers for their feedback and opinions. Once you know how your service quality is living up to customer expectations, you'll better understand your customers' needs and what they value from your business. You can also use tools, such as the SERVQUAL model, to measure the dimensions of service quality, such as reliability, responsiveness, assurance, empathy, and tangibles.

The data analysis should reveal the gaps between customer expectations and perceptions, and between

service specifications and delivery. Customer service standards represent the quality of service that an organization strives for in all customer interactions, based on its values, mission, and vision. They can also be defined as an organization's service expectations or objectives, or as guidelines for how to deliver customer service.

Table 15, shows the extent of quality service as perceived by respondent groups under Level of Service.

Table 15 Level of Service

S/N	Statements	$\bar{X}$	Std Dev	C
1	Ability for agents to stick to their schedules	2.50	0.35	PE
2	Ability to track schedule adherence in real time provide customers with their answers and automatically send alerts	2.61	0.81	ME
3	3/ Ability to coordinate with management on changes of schedules	2.63	0.84	ME
AVERAGE WEIGHTED MEAN		2.58	0.66	ME

Legend: 3-26- 4.00 Highly Executed (HE) 2.51-3.25) Moderately Executed (ME), 1.76-2.50 Poorly executed (PE) and 1.00-1.75 Not executed (NE)

Table 15, presents the Level of Service of responses for the service quality delivery. Statement no. 1 states that the employee has the Ability for agents to stick to their schedules having a WM of 2.50 with a SD of 0.35 having a category of Poorly Executed. Wherein the company enforce the employee to serve well the clients to satisfy the services offered. Statement no. 2 which is the ability to track schedule adherence in real time provide customers with their answers and automatically send alerts with a WM of 2.61 with a SD of 0.81 having a category of Moderately Executed. Third statement states that the ability to coordinate with management on changes of schedules

with a WM of 2.63 with a SD of 0.84 with a category of Moderately executed. For the Average WM of 2.58 and SD of 0.66 with a category of ME.

Therefore, the result shows a moderately executed Level of service is defined based on the measure of effectiveness or (MOE). Typically three parameters are used under this and they are speed and travel time, density, and delay. One of the important measures of service quality is the amount of time spent in travel. Service level describes, usually in measurable terms, the services a network service provider furnishes a customer within a given time period. When used as a call center metric, service level measures the percentage of incoming calls that an agent answers live in an established amount of time. The easiest way to calculate service level is to look at the number of calls the agents can answer within a certain time frame after the phone begins to ring.

Call of abandonment rate. An abandoned call is a call or other type of contact initiated to a call center that is ended before any conversation occurs. When inbound calls are abandoned, it is often because the caller is frustrated with the time on hold. Call Abandonment Rate is the proportion of inbound calls to a call center where the customer hangs before their call is answered by an agent. It is a key metric for measuring the performance of your call center and overall customer service. Call abandonment rates can be used to assess the success of call center customer experience. In general, a call center abandonment rate of between 5% and 8% is considered the industry norm. When the rate reaches 10%, you've entered "big" territory.

To calculate the abandon call rate, you would divide the number of abandoned customer calls by the total number of calls. Call abandonment speaks directly to customer dissatisfaction and the negative impact it has on customer loyalty. As the experts point out, it's less expensive to keep existing customers happy than it is to acquire new ones.

Table 16, shows the extent of quality service as perceived by respondent groups Under Call of abandonment rate.

Table 16 Call of Abandonment Rate

S/N	Statements	$\bar{X}$	Std Dev	C
1	Ability to make transference or IVR settings easy for customers to understand	2.51	0.58	ME
2	Ability to answer customer's query and issue is resolved satisfactorily.	2.61	0.81	ME
3	Ability to answer calls within 5 minutes	2.50	0.35	PE
AVERAGE WEIGHTED MEAN		2.54	0.65	ME

Legend: 3-26- 4.00 Highly Executed (HE) 2.51-3.25) Moderately Executed (ME), 1.76-2.50 Poorly executed (PE) and 1.00-1.75 Not executed (NE)

Table 16, presents the call of abandonment rate of responses for the service quality delivery. Statement no. 1 states that the employee has the Ability to make transference or IVR settings easy for customers to understand having a WM of 2.51 with a SD of 0.58 having a category of Moderately Executed. Wherein the company enforce the employee to serve well the clients to satisfy the services offered. Statement no. 2 which is the ability to answer customer's query and issue is resolved satisfactorily with a WM of 2.61 with a SD of 0.81 having a category of Moderately Executed. Third statement states that the ability to answer calls within 5 minutes with a WM of 2.50 with a SD of 0.35 with a category of Poorly executed. For the Average WM of 2.54 and SD of 0.65 with a category of ME. This result shows that it shows Moderately executed but not reaching to highly executed that needs to exert effort In order to become excellent

An abandoned call is a call or other type of contact initiated to a call center that is ended before any conversation occurs. When inbound calls are abandoned, it is often because the caller is frustrated with the time on hold. This value displays the total number of calls that were abandoned for the selected group(s) during the given time frame. Call

Abandonment Rate is the proportion of inbound calls to a call center where the customer hangs before their call is answered by an agent. It is a key metric for measuring the performance of your call center and overall customer service. One of the single best ways to reduce abandonment is to offer customers a call-back as an alternative to waiting on hold. Call-backs smooth out call volumes while lowering abandonment rate. Customers save time, companies save money. Call-backs can also radically improve the customer experience and reduce cost-per-call.

IX. SUMMARY ON THE EXTENT OF QUALITY SERVICE DELIVERY OF THE RESPONDENT GROUPS

This part shows the summarized on the extent of quality service delivery of the respondent groups as to employees of Biofree group of Companies such as . time response average speed of responses, observance of schedule, level of service and call abandonment rate.

Table 17 Summary on the Extent of Quality Service Delivery of the Respondent Groups

Factors	AWM	St Dev	C
Time response	2.63	0.84	ME
Average speed of responses,	2.61	0.81	ME
Observance of schedule,	2.59	0.69	ME
Level of service	2.58	0.66	ME
Call abandonment rate.	2.54	0.65	ME
GRAND MEAN/STDEV/CATEGORY	2.59	0.73	ME

Legend: 3-26- 4.00 Highly Executed (HE) 2.51-3.25) Moderately Executed (ME), 1.76-2.50 Poorly executed (PE) and 1.00-1.75 Not executed (NE)

In the summary, table 17, showed that the Extent of Quality Service Delivery following the Time response rated an average weighted mean of 2.63 categorized as Moderately Executed followed by Average speed of responses with an AWM of 2.61 and categorized as ME. Observance of Schedule was given an average weighted mean of 2.59 categorized as Moderately Performed; Level of Service was rated

an average weighted mean of 2.58 categorized as Moderately executed. Call of abandonment rate was rated an average weighted mean of 2.54 categorized as Moderately Executed. The overall grand mean of 2.59 described the quality of service delivery among Biofree Group of Companies employee respondents as Moderately Executed.

Perception of the respondent group as to the Status of Customer Relations at the Biofree Group of Company

This section presents the status of customer relations at Biofree Group of Companies in terms of the following dimensions: empathy, responsiveness, customer engagement, and reliability.

Customer relation it refers to the methods, strategies, and processes a company uses to build and maintain customer relationships. Every customer interaction has an impact, and it's more important than ever for companies to consistently meet expectations. is about managing interactions with previous, current, and potential customers. Companies that manage their customer relations well develop a customer experience strategy that strengthens customer retention and promotes customer acquisition. In most organizations, the Customer Relations Specialist is a part of the customer service department. They interact with customers through various channels such as phone, email, social media, and in-person meetings. Their duties often include processing orders, handling complaints, providing information about products or services, and giving feedback to management about customer satisfaction.

Empathy. Customer empathy is the ability to see things from the customer's perspective. Empathy in customer service means that you can put yourself in buyers' shoes and understand their pain points. As a business, it is the ability to understand what a consumer experiences when they use your products or services. By taking the time to genuinely listen, understand, and empathize with customers' needs and concerns, businesses can create an emotional bond that goes beyond just a transaction. This way, customers feel heard, valued, and appreciated—all of which are key elements in creating trust and loyalty with customers. Empathy is the action of

understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another of either the past or present without having the feelings, thoughts, and experience fully communicated in an objectively explicit manner”

If you think back on your best experiences as a customer they probably all have one thing in common: you felt in synch with the rep, or agent, you were working with. They understood your needs and you didn't have to expend extra energy trying to explain the issue.

Table 20 presents the empathy on customer relations.

Table 18 Empathy

S/N	Statements	$\bar{X}$	Std Dev	C
1	The employee has knowledge, courtesy and ability to convey trust and confidence.	2.54	0.51	A
2	. The employee provides caring, individualized attention to its customers	2.51	0.40	A
3	The company telephone agent shows willingness or readiness to provide service to clients.	2.64	0.86	A
GRAND MEAN/ STDEV/CATEGORY		2.56	0.59	A

Legend: 3.26- 4.00 Strongly Agree (SA), 2.51-3.25 Agree (A), 1.76-2.50 Disagree (D), and 1.00-1.75 Strongly Disagree (SD).

Table 18, presents the result of Empathy on customer relation . Statement no. 1 states that the employee has the The employee has knowledge, courtesy and ability to convey trust and confidence. having a WM of 2.54 with a SD of 0.51 having a category of Agreed. Wherein the company enforce the employee to serve well the clients to satisfy the services offered. Statement no. 2 states that the employee

provides caring, individualized attention to its customers with a WM of 2.51 with a SD of 0.40 having a category of Agree. Third statement states that the company telephone agent shows willingness or readiness to provide service to clients with a WM of 2.64 with a SD of 0.86 with a category of Agreed. For the Average WM of 2.56 and SD of 0.59 with a category of Agree. This result shows that it has agreed but not reaching to highly executed that needs to exert effort In order to become excellent. By taking the time to genuinely listen, understand, and empathize with customers' needs and concerns, businesses can create an emotional bond that goes beyond just a transaction. This way, customers feel heard, valued, and appreciated—all of which are key elements in creating trust and loyalty with customers Responsiveness. Being able to react quickly," like a sports car whose responsiveness makes it fun to drive, or a "responding with emotion," like the responsiveness of an audience at the concert of their all-time favorite singer. Customer responsiveness is a measure of how quickly and efficiently an organization responds to the needs of its customers. It is determined by assessing how quickly customer inquiries and complaints are answered and how effectively recommendations are implemented and feedback is received. Customer responsiveness is a measure of a company's ability to react to and satisfy the needs of its customers. It is a key component of customer satisfaction, which is critical to every business's success. In short, customer responsiveness is a critical aspect of business survival and success.

Table 18, presents the empathy on customer relations.

Table 19 Responsiveness

S/N	Statements	$\bar{X}$	Std Dev	C
1	The company office call center provides fast and accurate service to customers.	2.60	0.71	A
2	The company call center makes sure that customer can rely no matter how or when they contact the	2.57	0.61	A

	customer service department.			
3	The company call center is able to discover errors swiftly and track down their causes are important.	2.45	0.44	D
GRAND MEAN/ STDEV/CATEGORY		2.54	0.59	A

Legend: 3.26- 4.00 Strongly Agree (SA), 2.51-3.25 Agree (A), 1.76-2.50 Disagree (D), and 1.00-1.75 Strongly Disagree (SD).

Table 19, presents the result of Responsiveness on customer relation . Statement no. 1 states that the The company office call center provides fast and accurate service to customers.having a WM of 2.60 with a SD of 0.71 having a category of Agreed. Wherein the company enforce the employee to serve well the clients to satisfy the services offered. Statement no. 2 states that the company call center makes sure that customer can rely no matter how or when they contact the customer service department with a WM of 2.57 with a SD of 0.61 having a category of Agree. Third statement states that the company call center is able to discover errors swiftly and track down their causes are important. with a WM of 2.45 with a SD of 0.44 with a category of Disagree. For the Average WM of 2.54 and SD of 0.59 with a category of Agree. This result shows that it has agreed but not reaching to highly executed that needs to exert effort In order to become excellent. By taking the time to genuinely listen, understand, and empathize with customers' needs and concerns, businesses can create an emotional bond that goes beyond just a transaction.

Customer engagement. Customer engagement is the ongoing cultivation of a relationship between the company and the consumer that goes far beyond the transaction. It's an intentional, consistent approach by a company that provides value at every customer interaction, thus increasing loyalty. Customer engagement is the emotional connection between a customer and a brand. Broadly speaking, customer engagement (CE), or customer-brand engagement (CBE) encompasses the customer's relationship with a business. Customer engagement plays a pivotal role

in fostering stronger relationships and improving customer loyalty. By going beyond mere transactions and actively engaging customers across multiple channels and touchpoints, businesses can build a deep connection with their audience.

Table 20 presents the customer engagement on customer relations.

Table 20 Customer Engagement

S/N	Statements	$\bar{X}$	Std Dev	C
1	The office call center adopts Customer-first Culture to know the customer.	2.57	0.61	A
2	The office call center values customer satisfaction by listening attentively and empathetically.	2.51	0.40	A
3	The office call center is able to develop trusted relationship with clients built around open communication, fairness, belief in the mutual benefit and interdependence.	2.45	0.44	D
GRAND MEAN/ STDEV/CATEGORY		2.51	0.40	A

Legend: 3.26- 4.00 Strongly Agree (SA), 2.51-3.25 Agree (A), 1.76-2.50 Disagree (D), and 1.00-1.75 Strongly Disagree (SD).

Table 20, presents the result of Responsiveness on customer relation . Statement no. 1 states that the The company office call center provides fast and accurate service to customers.having a WM of 2.57 with a SD of 0.61 having a category of Agreed. Wherein the company enforce the employee to serve well the clients to satisfy the services offered. Statement no. 2 states that the company call center makes sure that customer can rely no matter how or when they contact the customer service department with a WM of 2.51 with a SD of 0.40 having a category of Agree. Third statement states that the

company call center is able to discover errors swiftly and track down their causes are important. with a WM of 2.45 with a SD of 0.44 with a category of Disagree. For the Average WM of 2.51 and SD of 0.40 with a category of Agree. This result shows that it has agreed but not reaching to highly executed that needs to exert effort In order to become excellent. By taking the time to genuinely listen, understand, and empathize with customers' needs and concerns, businesses can create an emotional bond that goes beyond just a transaction.

Reliability. It is the Ability to perform the promised service dependably and accurately. Service reliability is a method for measuring the probability that a system, product, or service will maintain performance standards for a specific period of time. Accurate customer service will build trust amongst consumers, contribute to a positive brand reputation, as well as send repeat business your way. Giving customers accurate service will encourage them to come back time and time again, since they know they won't be underserved at your company.

Table 21 presents the reliability on customer relations, at the next page.

Table 21 Reliability

S/N	Statements	$\bar{X}$	Std Dev	C
1	The office call center able to perform the promised service dependably and accurately.	2.60	0.71	A
2	The office call center performs as expected now and always	2.34	0.20	D
3	The office call center ensures to resolve the issue as soon as possible.	2.57	0.61	A
GRAND MEAN/ STDEV/CATEGORY		2.50	0.51	A

Legend: 3.26- 4.00 Strongly Agree (SA), 2.51-3.25 Agree (A), 1.76-2.50 Disagree (D), and 1.00-1.75 Strongly Disagree (SD).

Table 21, presents the result of Reliability on customer relation. Statement no. 1 states that the The company office call center provides fast and accurate service to customers.having a WM of 2.60 with a SD of 0.71 having a category of Agreed. Wherein the company enforce the employee to serve well the clients to satisfy the services offered. Statement no. 2 states that the company call center makes sure that customer can rely no matter how or when they contact the customer service department with a WM of 2.34 with a SD of 0.20 having a category of Disagree. Third statement states that the company call center is able to discover errors swiftly and track down their causes are important. with a WM of 2.57 with a SD of 0.61 with a category of Agree For the Average WM of 2.50 and SD of 0.51 with a category of Agree. This result shows that it has agreed but not reaching to highly executed that needs to exert effort In order to become excellent. By taking the time to genuinely listen, understand, and empathize with customers' needs and concerns, businesses can create an emotional impact.

Summary of Perception of Respondent Groups as to the status of Customer Relations of Biofree Group of Companies

This part shows the summarized perception of the respondents as to the status of customer relations in terms of the following dimensions: empathy, responsiveness, customer engagement, and reliability.

Table 22 presents the summarized perception of the respondents as to the status of customer relations of Biofree Group of Co..

Table 22 Summarized Perception on the Status of Customer Relations of Biofree Employees Group of Companies

Dimension	Clients		
	AWM	St Dev	C
empathy	2.56	0.59	A
responsiveness	2.54	0.59	A
customer engagement	2.51	0.40	A

reliability	2.50	0.51	A
GRAND MEAN/ STDEV/CATEGORY	2.53	0.52	A

Legend: 3.26- 4.00 Strongly Agree (SA), 2.51-3.25 Agree (A), 1.76-2.50 Disagree (D), and 1.00-1.75 Strongly Disagree (SD).

The summarized perception on the status of the customer relations show that Empathy shows the highest AWM with 2.56 and categorized as Agree, while followed by responsiveness with 2.54 and categorized as Agree. Next in rank is the customer engagement with an AWM of 2.51 and categorized as Agree. Lastly the reliability got the lowest with an AWM of 2.50 and categorized as Agree. The Grand Mean shows 2.53 and categorized as Agree. Effective results require emotional engagement and empathy from participants in terms of activities performed within a team in order to provide solutions to issues that need to be resolved as professionally as possible. Organizational performance refers to the degree to which the organization, with some informational, financial, and human resources, positions itself effectively on the business market. Individual performance can influence the performance of the entire organization in the short, medium or long term in a positive or negative direction.

X. SIGNIFICANT RELATIONSHIP BETWEEN THE EXTENT OF QUALITYSERVICE DELIVERY AND STATUS OF CUSTOMER RELATIONS

This research demonstrates the presumption of no significant relationship between the extent of quality service delivery and status of customer relations of Biofree Group of Company employees and its clients. At 0.05 level, the degree and extent of relationship were significant. Table 23 shows the test of significant relationship between the extent of quality service delivery and status of customer relations of Biofree Group of Companies and its clients.

Table 23, shown on next page.

Table 23 Test of Significant Relationship Between the Extent of Quality Service Delivery and Status of Customer Relations

Quality Services and Status of Community Relation	r	t-stat	p	Hypothesis	Interpretation
empathy	0.994	13.43	0.006	Reject	Significant
responsive	0.908	3.07	0.091	Accept	Not Significant
customer engagement	0.999	57.84	0.003	Reject	Significant
reliability	0.998	28.09	0.001	Reject	Significant

Level of Significance: $\alpha = 0.05$

A Correlation test was performed between Quality of Services and Status of Community Relation.

Result shows that there was a statistically significant correlation between Quality Services and Empathy ($r = 0.994$, $p = 0.006$), customer engagement ($r=0.999$, $p=0.003$), and reliability ($r=0.998$, $p=0.001$) where p value is less than alpha at 0.005.

While Quality Services and Responsive has no significant correlation wherein ($r=.3.07$, $p=0.091$) where p value is greater than alpha 0.005.

A study assessed the relationship between service delivery and organizational efficiency. Results show that employee's performance in return improves the efficiency of the management. The findings are consistent with the idea that staff satisfaction enhances service quality. Meanwhile, service quality has the potential to improve management efficiency. The idea is founded on the theory of social exchange equity. According to the theory, when managers of an enterprise provide appropriate work conditions that make employees feel more satisfied, they tend to "respond" appropriately through their efforts at work, a reciprocal fact between a company and an employee that leads to service quality; it means that employee satisfaction has a positive effort on service quality (Julius, 2022).

XI. ISSUES AND CONCERNS RELATED TO QUALITY SERVICE DELIVERY AT BIOFREE GROUP OF COMPANIES.

As perceived by respondent groups, this section discusses the issues and concerns related to the quality service delivery of the employees of Biofree

Group of Companies. These issues were Observed in the following categories and numerical values. There were ten issues and concerns identified such as Distinct Personality and Attitude of Personnel, Employee Retention, Availability of Talents, Difficult clients, Provision of effective customer training and education programs, Adjustment of newly hired personnel, Proper working schedule/Availability of Workforce, Advancement of digitalization/System Downtime, Updated equipment and facilities, and Deploying more staff to improving the functions of the system.

Table 24, provides the issues and concerns related to the extent of quality service delivery of Biofree Group of Co.. employees.

Table 24 Issues and Concerns

Issues and Concern	Numerical values	Category
Distinct Personality and Attitude of Personnel	2.51 – 3.25	Extreme Hindrance (EH)
Employee Retention	3.26 – 4.00	Extreme Hindrance (EH)
Availability of Talents	3.26 – 4.00	Extreme Hindrance (EH)
Difficult clients	3.26 – 4.00	Extreme Hindrance (EH)
Provision of effective customer training and education programs	3.26 – 4.00	Extreme Hindrance (EH)
Adjustment of newly	2.51 – 3.25	Moderate

hired personnel		Hindrance (MH)
Proper working schedule/Availability of Workforce	2.51 – 3.25	Moderate Hindrance (MH)
Advancement of digitalization/System Downtime	2.51 – 3.25	Moderate Hindrance (MH)
Updated equipment and facilities	2.51 – 3.25	Moderate Hindrance (MH)
Deploying more staff to improving the functions of the system	1.76 – 2.50	Somewhat ^a Hindrance (SH)

Table 24, showed that Distinct Personality and Attitude of Personnel respondent groups rated it as Extreme Hindrance affecting the delivery of quality services. To any successful customer-experience program is a focus on identifying, understanding, and mastering the customer journey: the complete end-to-end experience customers have with an organization from their perspective. In essence, improving citizen experiences requires more rigorous effort to improve citizen journeys across channels and products. Like customer-focused businesses, most agencies focused on serving citizens typically think about touchpoints: the individual transactions through which citizens interact with the agency and its offerings. According to McKinsey, 2018 that this focus on individual touchpoints misses the bigger, and more important, picture: the citizen's end-to-end experience. The same with Employee Retention, Availability of Talents, Difficult clients and Provision of effective customer training and education programs were rated as Extreme Hindrance that needs focus of these issues that affects the customer satisfaction.

For Moderate Hindrance, the following issues were the Adjustment of newly hired personnel, Proper working schedule/Availability of Workforce, Advancement of digitalization/System Downtime and Updated equipment and facilities. Another issue was rated as somewhat a Hindrance, Deploying more staff to improving the functions of the system. Therefore, these issues should be monitored and given focus to

enhance the customer satisfaction and in return success will follow within the business.

XII. SUMMARY, FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter summarized the findings based on the collected data by the researcher stating the general conclusion, proper recommendation and proposed activities used for Biofree Group of Co. employees, in relation to the extent of quality service delivery and status of its customer relations.

Summary

There were (76) respondents of this study - (6) of which were employees of Biofree Group of Companies from different ranks and (70) were transacting clients (government sector, private sector, business, professional and civic organizations) who received services from Biofree Group of Companies. To represent the group, the study's random sampling selected 6 internal respondents and 70 external respondents.

This was a descriptive-quantitative study. The researcher observed and measured variables while keeping them constant. The Systems Model Approach (SMA) was used in the study to discuss potentials and communicate design and implementation, gather the demographic profile of the respondent-groups; perception of the respondent-groups as to the extent of quality service delivery of Biofree Group of Companies significant relationship between the extent of quality service delivery and community relation; test of significant relationship; and the issues and concerns in the delivery of quality service.

Findings

In terms of age and gender, majority of the respondents were between 31-40 years old with 67% with mean age of 43, males and females 50% each respectively and married 50%. As to educational attainment, mostly have Bachelors. As to years in service, majority were serving for 1- 10 years bracket year of service. Communication, Capability training ranked number one in relevant training and seminars attended. A greater number of the respondents

provided a rating of Moderately Executed. Result shows that as perceived by respondents, the extent of quality service delivery of Biofree Group of Co. employees was Moderately Executed. Generally, the result showed that the status of customer relations was described as Agree. The null hypothesis showed a significant relationship between Quality Service and reliability, empathy and customer engagement. There were issues and concerns identified in this research that affects the extent of quality service delivery Biofree Group of Co. employees which can be very well addressed with the collaborative efforts of the Top Management and Department Leads.

Conclusion

Based on the findings of the study, it can be concluded that the extent of quality service delivery of Employees of Biofree Group of Co. was Moderately Executed while the status of customer relations was described as Agree.

Recommendation

Based on the conclusions reached in this research, it is highly recommended to implement the Vibrant Engagement Plan for the employees of Biofree Group of Co. be submitted to the Top Management for consideration and implementation.

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