

Generating Resilient Quality Service Delivery in Select Government Agency and Industry Sector: Vibrant Customer Engagement Plan

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Abstract. This research assessed the extent of quality service delivery in relation to the customer among the selected Government Agencies and Industry Sectors in the Region, Calendar Year 2026, as a basis for the Vibrant Customer Engagement Plan. This will help improve planning processes and the development of strategies with regard to producing recommendations and solutions to problems in customer engagement across both the public and private sectors, and uphold the values of community service, integrity, professionalism, excellence, and teamwork. There are sixty (60) respondents in this research composing ten (10) employee respondents and fifty (50) external clients from National Government Agencies and Private entity sectors that will be chosen randomly. These client respondents availed the services of the company in terms of business management, manpower, health, and medical services. The descriptive-survey-quantitative research method is used in this study. Descriptive survey is a method of collecting information by interviewing or administering a questionnaire to a sample of individuals. The findings in the perception by the respondent groups on quality-of-service delivery and customer relations reveal how respondents perceive the consistency, responsiveness, and integrity of service delivery systems. While high ratings indicate strong institutional performance, it is equally important to examine subtle variations in responses to identify areas for enhancement. These insights are essential in developing a Vibrant Customer Engagement Plan that strengthens not only the technical aspects of service delivery but also the relational and ethical dimensions that sustain public trust and satisfaction. In public administration, even when overall service performance is rated highly, operational and human-related issues can significantly influence customer satisfaction, trust, and long-term engagement that serve as a critical basis for developing targeted strategies within the Vibrant Customer Engagement Plan, ensuring that both systemic and behavioral challenges are effectively addressed. Based on the conclusions reached in this research, it is highly recommended that the proposed Vibrant Customer Engagement Plan be submitted to the Top Management for consideration and implementation.

Introduction

Resilience directly improves service quality, with studies indicating that flexible practices (such as adopting artificial intelligence) enhance operational efficiency and, in turn, increase customer loyalty. Resilient infrastructure ensures that vital services can be maintained during environmental or socioeconomic shocks.

Organizations must develop the ability to anticipate, cope with, and adapt to disruptions by reconfiguring resources and optimizing processes. This includes transitioning from single-supplier dependence to diverse supplier networks. Implementing multi-modal transport and operational flexibility (e.g., using sea, air, and land options) ensures continuity when specific logistics nodes fail.

Effective relationship development and communication are crucial for firms to succeed in the dynamic environment of stakeholder involvement and complexity that exists today. Public relations (PR) practice and community relations are two crucial areas that have a significant impact on how people perceive and engage with a business. These fields are distinguished by their unique yet related methods of relationship management, engagement, and communication. This essay delves into the concepts of public relations and community relations, exploring their implications and challenges.

Public relations, commonly known as PR, involves strategic communication efforts aimed at establishing and maintaining favorable relationships between organizations and their various stakeholders, including the media, employees, customers, investors, and the public at large. Public relations encompasses activities such as media relations, crisis management, corporate social responsibility, and reputation management. The field's core objective is to shape public perception, enhance trust, and foster positive connections that benefit both organizations and their stakeholders. Managing how information about an individual or company is disseminated to the public, especially the media. Its primary goals are to disseminate important company news or events, maintain a brand image, and put a positive spin on negative events to minimize their fallout. Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics (Elliot, 2012). Public relations can also be defined as the practice of managing communication between an organization and its publics.

According to Edward Barney, cited by EconomicsDiscussion.net (2022), public relations is the attempt, through information, persuasion, or adjustment, to engineer public support for an activity, a cause, a movement, or an institution. Public relations is the management function that evaluates public attitudes, identifies the policies and procedures of an organization in the public interest, and executes a program of action and communication to earn public understanding and acceptance.

Methodology

Design

This study employed a descriptive-survey quantitative research design to assess the quality-of-service delivery and customer engagement among selected government agencies and private sector organizations for Calendar Year 2026. A total of 60 respondents were randomly selected, including 10 employees and 50 external clients who had availed services such as business management, manpower, and health-related support. Data were gathered using a structured questionnaire to capture perceptions of service consistency, responsiveness, and integrity. The collected data were analyzed to identify strengths and areas for improvement, providing a reliable basis for developing a Vibrant Customer Engagement Plan.

Environment

The study was conducted within selected government and private institutions in Cebu that are directly involved in public service delivery and customer engagement. These include the OWWA Regional Welfare Office 7 located at the lower ground floor of Machay Building, Gorordo Avenue, Cebu City, which provides welfare services to overseas Filipino workers; the DPWH Cebu City District Engineering Office along V. Sotto Street, Cebu City; the DPWH Cebu 1st District Engineering Office in Biasong, Talisay City; and the DPWH Regional Office VII situated at the South Road Properties, Cebu City, all of which are responsible for infrastructure development and public works services in the region. In addition, private sector respondents were drawn from Centre Philippines, Inc.-Cebu Branch, and JSU PSU Mariners Court at Pier 1, Cebu City, which cater to manpower and maritime-related services. These offices were chosen because they actively engage with diverse clients daily, making them ideal settings for assessing the quality of service delivery and customer relations within both public and private sectors in Cebu.

Respondents

The respondents of this study consisted of sixty (60) individuals drawn from both government and private sector settings, providing a balanced perspective on service delivery and customer engagement. This group includes ten (10) employees who are directly involved in delivering services and fifty (50) external clients who have experienced these services firsthand. The client-respondents were randomly selected from those who availed services related to business management, manpower, and health and medical support. Their participation offered valuable insights into actual service encounters, while the employees contributed an internal view of service processes, ensuring that the data gathered reflected both provider and customer experiences in a meaningful and comprehensive way.

Research Instrument

The primary research instrument used in this study was a structured questionnaire designed to gather relevant data from respondents across OWWA Regional Welfare Office VII and the selected DPWH offices in Cebu City and Talisay. The questionnaire was carefully developed to reflect real service experiences, focusing on key areas such as consistency, responsiveness, and integrity of service delivery, as well as customer relations. It included clear and simple items to ensure ease of understanding among both employees and clients. This instrument allowed respondents to express their perceptions and experiences, providing reliable data essential for evaluating service quality and informing the proposed Vibrant Customer Engagement Plan.

Data Collection Procedure

The data collection procedure for this study began with securing permission from the respective offices, including the OWWA Regional Welfare Office VII and the selected DPWH offices in Cebu City and Talisay. Upon approval, the researcher coordinated with designated personnel to facilitate the distribution of the questionnaires to both employees and client-respondents. The respondents were randomly selected to ensure fairness and representativeness. Questionnaires were administered personally and, when necessary, explained clearly to guide respondents in answers based on their actual service experiences. Adequate time was given for completion to ensure thoughtful and honest responses. After retrieval, the completed questionnaires were carefully checked for completeness and consistency. The collected data were then organized, tabulated, and prepared for analysis, ensuring that all information accurately reflected the respondents' perceptions of service delivery and customer engagement.

Data Analysis

The data analysis for this study involved organizing and interpreting responses gathered from OWWA Regional Welfare Office VII and the selected DPWH offices in Cebu City and Talisay. After collecting the completed questionnaires, the data were carefully coded, tallied, and tabulated to ensure accuracy and consistency. Descriptive statistical tools such as frequency counts, percentages, and weighted mean were used to summarize the respondents' perceptions of service quality, particularly in terms of consistency, responsiveness, and integrity. The results from both employee and client groups were compared to identify patterns, similarities, and variations in their experiences. These comparisons provided deeper insight into strengths and areas needing improvement in service delivery and customer relations. The analyzed data served as a meaningful basis for drawing conclusions and formulating practical recommendations, ultimately guiding the development of a responsive and effective Vibrant Customer Engagement Plan.

Results and Discussion

This section presents a comprehensive analysis of the demographic and professional profile of the employee respondents, which serves as a critical foundation in understanding the dynamics of quality service delivery and customer relations within the selected offices. A closer examination of these profiles provides insight into the workforce composition and its readiness to support resilient, high-quality service delivery. By analyzing these variables in an integrated manner, the study identified patterns that may either strengthen or hinder service delivery outcomes, thereby guiding the formulation of a vibrant customer engagement plan that is both responsive and sustainable. For the Clients, this section presented a detailed analysis of the client respondents' profiles, which is critical to understanding the dynamics of customer engagement and its influence on quality service delivery. In the context of public administration, clients are not merely recipients of services but are key stakeholders whose characteristics, expectations, and experiences significantly shape how services are designed, delivered, and improved. A workforce comprising varied professional roles suggests diverse perspectives and service demands, requiring adaptive and inclusive engagement strategies. Moreover, this profile analysis enables the identification of patterns that may affect satisfaction and participation in service delivery processes. By integrating these insights, the organization can develop a more responsive and inclusive approach to customer engagement, ensuring services align with the needs of a diverse client base. Type of services delivered and availed. Presents an in-depth assessment of the different types of services delivered and availed across key government and partner institutions, namely OWWA, BSM, and DPWH. The results in this section provide a clear picture of how effectively these institutions are fulfilling their mandates, particularly in addressing the needs of Overseas Filipino Workers (OFWs), maritime professionals, and the public. High performance ratings reflect not only the efficiency of service provision but also the responsiveness of agencies to evolving socio-economic demands. The integration of welfare programs, educational assistance, employment facilitation, infrastructure development, and environmental protection demonstrates a multi-sectoral approach to governance. The findings serve as a basis for identifying strengths and areas for improvement, ultimately guiding the formulation of a vibrant customer engagement plan that enhances accessibility, efficiency, and citizen satisfaction. The findings in the perception by the respondent groups on quality-of- service delivery and customer relations reveal how respondents perceive the consistency, responsiveness, and integrity of service delivery systems. While high ratings indicate strong institutional

performance, it is equally important to examine subtle variations in responses to identify areas for enhancement. These insights are essential in developing a Vibrant Customer Engagement Plan that strengthens not only the technical aspects of service delivery but also the relational and ethical dimensions that sustain public trust and satisfaction.

Discussion

The study reveals that quality service delivery among the selected government agencies and private sector institutions in Cebu City is generally perceived as satisfactory by both employees and clients. In particular, offices such as the Overseas Workers Welfare Administration Regional Welfare Office 7, the various Department of Public Works and Highways district engineering offices, and private entities like BSM Crew Service Centre Philippines, Inc. – Cebu Branch and JSU PSU Mariners Court consistently demonstrate strong performance in responsiveness, integrity, and professionalism. Located across key service areas such as Gorordo Avenue, V. Sotto Street, Talisay City, Pier 1 Cebu, and South Road Properties, these institutions serve diverse clients needing business, manpower, and welfare-related services. However, despite positive ratings, respondents noted occasional gaps in communication and service consistency. These findings emphasize the need for a Vibrant Customer Engagement Plan that strengthens both operational efficiency and human-centered service, ensuring sustained trust, improved collaboration, and more meaningful customer experiences across public and private sectors in Cebu.

Conclusion and Recommendations

Based on the findings of this research, it serves as a critical basis for developing targeted strategies within the Vibrant Customer Engagement Plan, ensuring that both systemic and behavioral challenges are effectively addressed. It is equally important to examine subtle variations in responses to identify areas for enhancement. These insights are essential in developing a Vibrant Customer Engagement Plan that strengthens not only the technical aspects of service delivery but also the relational and ethical dimensions that sustain public trust and satisfaction.

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Competing Interests Statement

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this article.

Data Availability Statement

Data sharing is not applicable to this article as no new data were created or analyzed in this study; all data used were obtained from previously published sources as cited in the reference list.

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Appendices

No appendices are attached to this study.