

CIRCULAR NR 08-12

PROCEDURES FOR HANDLING CLIENT'S FEEDBACK

18 JULY 2012



PUNONGHIMPILAN TANOD BAYBAYIN NG PILIPINAS
(Headquarters Philippine Coast Guard)
139 25th Street, Port Area
1018 Manila

18 July 2012

HPCG
CIRCULAR)
:
NUMBER 08-12)

PROCEDURES FOR HANDLING CLIENT'S FEEDBACK

I. REFERENCES:

- a) HPCG Quality management System (ISO 9001:2008 Standards)
- b) Government Quality Management Systems Standards (GQMSS)
- c) Code of Conduct and Ethical Standards for Public Officers and Employee (RA 6713)
- d) Anti-Red Tape Act of 2007 (RA 9485)

II. PURPOSE:

This Circular prescribes the policy governing the handling of Client's Feedback at the Headquarters, PCG.

III. SCOPE:

This Circular applies to all clients of the HPCG to include organic PCG personnel who are transacting business at the HPCG.

IV. DEFINITION OF TERMS:

For the purpose of this memorandum circular, the succeeding terms are to be constructed to mean as follows:

- a) **Client** – also referred to as a customer, is the recipient of a good or service. It refers both to PCG personnel and the civilian populace who directly receive services from the HPCG.
- b) **Feedback** – a system or method of determining and finding customer satisfaction. It tells HPCG what's not. It provides the HPCG leadership with the fresh ideas on ways to improve the conduct of its services, and gives insight into the customers' needs.

- c) **Customer service** – is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation.
- d) **Customer Satisfaction** – the feeling that a product or service has met or surpass customer expectation.

V. POLICIES:

It shall be the Policy of the Command to give effective and efficient service to its customers. The services of the HPCG shall conform with the Quality Management System (QMS) within the framework of International Systems Standards (GQMSS) including adherence to the Code of Conduct and Ethical Standards for Public Officers and Employees (RA 6713), and the Anti-Red Tape Act of 2007 (RA 9485).

IV. PROCEDURES:

1. In order to assess and evaluate customer satisfactions to the services provided at the HPCG, the customer satisfaction shall be measured through a survey using the attached Client Feedback Form.
2. The Client Feedback Form shall be made available at the HPCG main lobby through the Duty Information Desk from 0800H to 1700H, Monday to Sunday.
3. Upon entry of the visitor to HPCG main lobby, the Duty Information Desk shall request the visitor to present his/her valid identification card (ID) and shall be asked to sign in the visitor's logbook. The Duty Information Desk will issue a visitor's tag in exchange of the visitor's ID which will be kept in the information desk while the visitor is inside the HPCG premises.
4. The Duty Information Desk shall fill-up the Part I of the Client Feedback Form which contains information about the client's name, contact details, office to be visited and purpose of visit.
5. Upon completion of the visit and before returning the visitor's ID, the visitor will be requested to fill up the Part II of the Client Feedback Form which measures the visitor's satisfaction as to HPCG's Work Environment and Personnel's Work Performance. For purpose of monitoring, the Duty Information Desk will record in the logbook the control number of the feedback form that is assigned to a particular visitor.

6. The Duty Information Desk shall handle the feedback form with utmost confidentiality. All accomplished feedback forms for the day are to be turned over to the O/CGIA for the evaluation and appropriate action.

Duties of the O/CGIA:

- a. Ensure that there is an adequate supply of Client Feedback Forms for distribution to all HPCG visitors for the day.
- b. Review, process, assess and evaluate results of the clients' feedback;
- c. Ensure that all complaints or negative issues raised by the clients are promptly acted / resolved by the concerned office.
- d. Ensure clients' satisfaction on the response made by the concerned Office with regard to his/her complaints / issues.
- e. Maintains all records and communications in relation to client feedback and resolution of a complaint.
- f. Provide a summary of clients' feedback to be presented during Management Review or as needed during Staff Conferences.

VI. RESCISSION:

All circulars, policies and provisions of existing regulations that are inconsistent with the provisions of the circular are hereby amended or rescinded.

VII. EFFECTIVITY:

This Circular shall take effect upon publication.

BY COMMAND OF REAR ADMIRAL TUAZON:

OFFICIAL:

AARON T RECONQUISTA
COMMO PCG
Chief of Coast Guard Staff



ALGIER D. RICAFRENTE
LCDR PCG
Coast Guard Adjutant



PUNONGHIMPILAN TANOD BAYBAYIN NG PILIPINAS
 (Headquarters Philippine Coast Guard)
 139 25th Street, Port Area
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Date: / Time _____

PART 1

Name: _____ <small>(OPTIONAL)</small>	Office to be visited: _____
Company: _____	Contact Nr: _____
Purpose of Visit: <input type="checkbox"/> Inquire about services <input type="checkbox"/> Scheduled Meeting / Appointment <input type="checkbox"/> Follow-up <input type="checkbox"/> Pick-up/drop off documents <input type="checkbox"/> Others (specify) _____	

PART 2**CLIENT FEEDBACK FORM**

Kindly evaluate the quality of service provided at the Headquarters Philippine Coast Guard.

Please check the appropriate box which best represents your observations:

A. Work Environment	YES	NO			
1. HPCG vicinity and premises are clean.	<input type="checkbox"/>	<input type="checkbox"/>			
2. Office visited is clean and orderly.	<input type="checkbox"/>	<input type="checkbox"/>			
B. Work Performance	YES	NO			
1. Duty Guards are presentable, friendly and courteous.	<input type="checkbox"/>	<input type="checkbox"/>			
2. Office watch/staff showed courtesy (e.g. greets and introduces self) at the time of transaction.	<input type="checkbox"/>	<input type="checkbox"/>			
3. Office staff acted to my concern promptly and fast.	<input type="checkbox"/>	<input type="checkbox"/>			
4. Office staff maintained professional conduct at all times.	<input type="checkbox"/>	<input type="checkbox"/>			
5. My concerns were appropriately addressed by the office.	<input type="checkbox"/>	<input type="checkbox"/>			
Overall, as a client, How satisfied are you with the quality of service provided?	<input type="checkbox"/> Very satisfied	<input type="checkbox"/> Satisfied	<input type="checkbox"/> Neither satisfied nor dissatisfied	<input type="checkbox"/> Dissatisfied	<input type="checkbox"/> Very Dissatisfied
Any comments or recommendations to improve our service?					