



PAMBANSANG PUNONGHIMPILAN TANODBAYBAYIN NG PILIPINAS
(National Headquarters Philippine Coast Guard)
139 25th Street, Port Area,
1018 Manila

NHQ-PCG/CGIA

12 April 2021

CIRCULAR
NUMBER 06-21

REVISED GUIDELINES ON HANDLING CLIENT FEEDBACK

I. REFERENCES:

- a. Implementing Rules and Regulation of RA Nr 11032 *"Ease of Doing Business and Efficient Government Service Delivery Act of 2018"*
- b. HPCG Circular Nr 08-12 dated 12 July 2012 *"Procedures for Handling Clients Feedback"*
- c. AO 25 IATF Memorandum Circular Nr 2020-1 Annex 4 *"Citizen/Client Satisfaction Survey"*

II. PURPOSE:

This Circular prescribes the policies, guidelines, and procedures in collecting, measuring and reporting the PCG client/customer satisfaction on its provided services. Suggestion, recommendation and concerns will be also addressed properly.

III. OBJECTIVES:

- a. To guide PCG Units on the collecting, measuring and reporting of client satisfaction;
- b. To comply with relevant rules and regulations such as RA Nr 11032 and Guidelines on the Grant of PBB;
- c. To measure client satisfaction on Frontline and Non-Frontline Services rendered by respective Command/District/Unit/Office and eventually seek for improvement

IV. SCOPE

This Circular shall apply to all clients (internal and external) of the PCG nationwide to include PCG personnel who are transacting services with PCG Units/Offices.

V. DEFINITION OF TERMS

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

- a) Client – also referred to a customer, is the recipient of a good or service. It refers both to PCG personnel (internal client) and Non-PCG personnel/Stakeholders (external client) who directly receive frontline and non-frontline services from PCG Units/Offices
- b) Customer satisfaction – the feeling that a product or service has met or surpass customer expectation
- c) Customer service – is a series of activities designed to enhance the level of customer satisfaction
- d) External Clients – refer to non-PCG personnel such as private individuals, national and local government agencies/representatives, other government entities/representatives, business owners/representatives and foreign government/representatives/nationalities
- e) Feedback – system or method of determining and finding customer satisfaction and identify ways to improve the conduct of its services
- f) Frontline Services - refers to the process or transaction with clients and government offices or agencies involving applications for any privilege, right, permit, reward, license, concession, or for any modification, renewal or extension of the enumerated applications and/or requests which are acted upon in the ordinary course of business of the PCG.
- g) Internal Clients –refer to all PCG Personnel including Non-Uniformed Personnel
- h) Non-Frontline Services - all other services provided by PCG that are not frontline

VI. POLICY CONSIDERATIONS:

- a. PCG shall collect information on client's satisfaction on its services (Frontline and Non-Frontline) through Client Feedback Form.
- b. A standard Client Feedback Form (see **Annex A**) shall be used by all PCG Commands/Districts/Units/Offices aligned on the issuance provided by relevant government regulatory office. The Client Feedback Form shall be duly approved by the Commandant, Philippine Coast guard.
- c. Client Feedback Form should be accomplished by internal and external clients availing frontline and non-frontline services of the PCG.
- d. Respective Duty Office Watch or any designated personnel shall ensure that internal clients have accomplished client feedback forms upon availing frontline/non-frontline services.
- e. Respective HSG/DSG of respective Camps/Bases/Districts or those in-charges of security through Duty Lobby/Reception/Information or its equivalent shall ensure that external clients have accomplished client feedback forms upon availing frontline/non-frontline services. These shall be implemented during their entry and exit to the PCG Units premises.
- f. Respective duties on (d) and (e) shall ensure the adequate supply of client feedback forms for distribution during their tour of duty. They shall also ensure its implementation.
- g. PCG Commands/Districts/Units/Offices shall submit a quarterly client satisfaction report (to include internal and external clients) with scanned accomplished client feedback forms as supporting documents to Coast Guard

Internal Audit. Submission shall be not later than 10th day of the succeeding month of the quarter.

h. Signatory of respective Client Satisfaction Reports shall be as follows:

Nr	PCG Units	Prepared by	Reviewed by	Noted by:
1	District/Command HQ	Operations Officer	Not Applicable	District/Command Commander
2	Command Sub-unit	Operations Officer	Commanding Officer	Command Commander
3	Sub-station	Sub-station Commander	Station Commander	District Commander
4	Station	Station Commander	Not Applicable	District Commander
5	Central Staff/Office	Operations Officer	Not Applicable	Commanding Officer

i. Client Satisfaction Report shall reflect information prescribed by ARTA or other relevant regulatory agencies. (see **Annex B**)

j. Coast Guard Internal Audit shall ensure compliance of this Circular and conduct audit/review if necessary.

k. Failure to comply with any section of this Circular shall be endorsed to CGIG-IAS through Chairman, PCG Anti-Red Tape Act (ARTA) Committee subject for investigation and its proper disposition.

VI. PROCEDURES:

a. Internal Clients availing PCG Frontline and Non-Frontline Services

1. The Internal Clients shall fill out visitor's logbook of the receiving Office offering the requested service with information such as date and time of visit, name of personnel, purpose/reason for visit;
2. Upon logging, the Duty Office Watch/designated personnel shall fill out the top most box of the Client Feedback Form and assist the internal clients on the service requested;
3. After completion of transaction/s, the Duty Office Watch/designated personnel shall ask the internal clients to provide ratings on the Client Feedback form;
4. Once rated, the form shall be given back to the Duty Office Watch/designated personnel;
5. After Office hours, the Duty Office Watch/designated personnel shall review the number of visitors in the logbook and shall have the same number of accomplished forms. It shall be forwarded to Operations Branch
6. The Accomplished forms shall be properly filed by the Operations Branch that will prepare the corresponding quarterly client satisfaction reports and shall be submitted to CGIA not later than 10th day of the succeeding month of the quarter.

b. External Clients availing Services of PCG Units/Offices

1. The Duty Lobby/Reception/Information or its equivalent (Personnel-on-Duty) shall require the External Clients availing PCG services, upon

- his/her entry within PCG Unit/Office premises, to present proof of identification and fill out visitor's logbook with information such as date and time of visit, name of personnel, purpose/reason for visit;
2. The personnel-on-duty shall fill out the topmost box of the Client Feedback Form and shall accept the provided proof of identification upon logging;
 3. The proof of identification shall be assigned with a number tag and its partner visitor ID tag shall be given to the visitor to be worn while inside the PCG premises. The Client Feedback Form shall also be given to the visitor;
 4. After completion of transaction/s and before returning the visitor's ID tag, the visitors shall provide ratings on the Client Feedback form;
 5. Once rated, the form shall be given back to the personnel-on-duty;
 6. Upon submission of the accomplished form to the personnel-on-duty, the presented proof of identification shall be surrendered back to the visitor.
 7. After tour of duty, the personnel-on-duty shall review the number of visitors in the logbook and shall have the same number of accomplished forms;
 8. Accomplished forms shall be forwarded by the personnel-on-duty to the Duty POW who shall consolidate all accomplished forms during their tour of duty and submit to HSG/DSG of respective Camps/Bases/Districts or those in-charges of security/designated personnel;
 9. For NHQ-PCG and Bases, those in-charges of security/designated personnel shall sort out collected client feedback forms per Command/Unit/Office and distribute to respective Tenant Units where the clients transacted on a monthly basis not later than 5th day of the succeeding month;
 10. For Districts/Stations/Sub-Stations, the DSG or those in-charge of security/designated personnel shall forward all collected forms to D-3/Operations Branch on a monthly basis not later than 3rd day of the succeeding month.
 11. Accomplished client feedback forms shall be properly filed and corresponding quarterly client satisfaction reports shall be submitted to CGIA. For Districts/Commands, its Headquarters shall consolidate reports from its sub-units prior submission. Deadline shall be as follows:
 - a. *Command's sub-units shall submit their quarterly client satisfaction reports to Command Headquarters not later than 5th day of the succeeding month of the quarter;*
 - b. *Command shall consolidate all submitted quarterly client satisfaction reports of its sub-units and submit it including the Command Headquarters' quarterly client satisfaction report not later than 10th day of the succeeding month of the quarter;*
 - c. *Sub-stations shall submit their quarterly client satisfaction reports to Stations not later than 3rd day of the succeeding month of the quarter;*
 - d. *Stations shall submit their consolidated quarterly client satisfaction reports of Sub-stations as well as its own quarterly client satisfaction reports to District Headquarters not later than 5th day of the succeeding month of the quarter; and*

- e. Stations shall submit their consolidated quarterly client satisfaction report of stations as well as its own quarterly client satisfaction report to District Headquarters not later than 5th day of the succeeding month of the quarter;
- f. District shall consolidate all submitted quarterly client satisfaction reports of its stations and submit it including the District Headquarters' quarterly client satisfaction report not later than 10th day of the succeeding month of the quarter

VII. RESCISSION:

This Circular rescinds HPCG Circular Nr 08-12 dated 18 July 2020.

VIII. EFFECTIVITY:

This Circular shall take effect immediately upon approval.

BY COMMAND OF ADMIRAL URSABIA JR:

OFFICIAL:

FERDINAN B PICAR
COMMO PCG
Chief of Coast Guard Staff



LIEZEL B. BAUTISTA
CDR PCG
Coast Guard Adjutant

Annex A – Client Feedback Form
Annex B – Client Satisfaction Report Template

ANNEX A
Client Feedback Form

--- INSERT RESPECTIVE HEADER ---

Date: _____	
Name (Optional): _____	Office to be visited: _____
Company: _____	Contact No.: _____
Purpose of Visit (Name of Service): _____	

CLIENT FEEDBACK FORM

Your objective feedback would be greatly appreciated.

Kindly answer the statements below using the following **5-Point Likert Scale**:

Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
5	4	3	2	1

Please indicate on the space parallel each statement the rate (5-1 scale) which best fits your experience of the service/s provided by PCG, if not applicable, kindly indicate N/A.

	<u>RATING</u>
RESPONSIVENESS	
▪ <i>I was well assisted and the office personnel acted to my concern promptly and fast.</i>	_____
RELIABILITY	
▪ <i>All the needed requirements conformed with the policy</i>	_____
ACCESS AND FACILITIES	
▪ <i>The location of office is accessible and amenities are well maintained.</i>	_____
COMMUNICATION	
▪ <i>The communication is clear and inquiries are well answered.</i>	_____
COSTS	
▪ <i>I am satisfied with the billing process and cost is reasonable.</i>	_____
INTEGRITY	
▪ <i>Office personnel are consistently professional and demonstrate honesty, fairness and trust.</i>	_____
ASSURANCE	
▪ <i>Office personnel are knowledgeable and capable to address my concern.</i>	_____
OUTCOME	
▪ <i>I am satisfied with the service/s provided by PCG.</i>	_____
TOTAL AVERAGE RATING	
<i>To be filled-out by authorized personnel</i>	_____
<i>*Total Average Rating = Sum of Rating Divided by Eight (8)</i>	

OTHER COMMENTS/SUGGESTIONS:

ANNEX B
Client Satisfaction Report Template

--- INSERT RESPECTIVE HEADER ---

Name of Service
For the ___ Quarter CY 20__

- a. Description of the Methodology of the Client Feedback Form used
 - 1. Respondents Criteria
 - 2. Survey Sampling Coverage
 - 3. Sampling Procedure
 - 4. Survey Instrument/Questionnaire
- b. Results of the Client Feedback Form of the Current Quarter
- c. Results of Action Plan Reported of the Previous Quarter
- d. Continuous Improvement Plan for the Next Quarter

Prepared by:

Name and Signature of Personnel

Reviewed by:

Name and Signature of Personnel

Noted by:

Commanding Officer