



Philippine Veterans Affairs Office

CUSTOMER FEEDBACK AND COMPLAINTS HANDLING POLICY

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1. INTRODUCTION

1.1 BACKGROUND

AS A VETERANS WELFARE AND BENEFITS ADMINISTRATION AGENCY, ONE OF THE MAJOR FINAL OUTPUTS OF THE PHILIPPINE VETERANS AFFAIRS OFFICE (PVAO) IS THE EFFICIENT AND EFFECTIVE DELIVERY OF PENSION AND OTHER BENEFITS AND SERVICES TO ITS SPECIAL CLIENTS – OUR NATION’S DEFENDERS AND THEIR FAMILIES. CUSTOMER SATISFACTION, THEREFORE, IS A FOREMOST CONSIDERATION IN ITS OPERATIONS. AS PROVIDED IN CLAUSE 8.2.1 OF THE INTERNATIONAL ORGANIZATION FOR STANDARDIZATION (ISO) – 9001-2008 STANDARD, ONE OF THE MEASUREMENTS OF THE PERFORMANCE OF THE QUALITY MANAGEMENT SYSTEM IS CUSTOMER SATISFACTION. THE ORGANIZATION SHALL MONITOR INFORMATION RELATING TO CUSTOMER PERCEPTION AS TO WHETHER THE ORGANIZATION HAS MET CUSTOMER REQUIREMENTS.

IN ORDER TO GAUGE CUSTOMER SATISFACTION, PVAO COMPLIES WITH CLAUSE 7.2.3 OR CUSTOMER COMMUNICATION OF ISO: 9001-2008 STANDARD. PVAO COMMUNICATES WITH ITS CUSTOMERS IN RELATION TO CUSTOMER FEEDBACK AND CUSTOMER COMPLAINTS.

1.2 OBJECTIVE AND PURPOSE OF THE POLICY

CENTRAL TO AN ORGANIZATION’S OPERATIONAL EFFICIENCY AND CONTINUOUS DEVELOPMENT IS THE EXISTENCE OF AN EFFICIENT TWO WAY COMMUNICATION SYSTEM BETWEEN THE ORGANIZATION AND ITS CLIENTELE. PVAO RECOGNIZES THIS IMPORTANCE AND HAS ADOPTED THE SAME IN ITS ORGANIZATIONAL DEVELOPMENT FRAMEWORK. THROUGH THIS SYSTEM, WE ARE ABLE TO DETERMINE OUR CLIENTS’ WANTS AND NEEDS AND ADDRESS IT PROPERLY.

PVAO’S FEEDBACK MECHANISMS ENSURES THAT ALL ISSUES, COMMENTS, CONCERNS ARE RECEIVED, ACTED AND CORRECTED, IF NECESSARY, WHICH MAKES FOR AN EFFECTIVE MANAGEMENT TOOL IN INTRODUCING POLICY CHANGES AND ORGANIZATIONAL IMPROVEMENTS.

THIS ALSO PROVIDES A VENUE WHEREIN CLIENT SATISFACTION IS MEASURED THROUGH ANY OF THE AVAILABLE MEANS OF COMMUNICATION, NAMELY: VISITOR’S PASS AND FEEDBACK FORM (VPPF); SUGGESTION BOXES; FACEBOOK (www.facebook.com/PVAO1); WEBSITE (<https://pvao.gov.ph>)EMAILS; LANDLINE/MOBILE PHONE COMMUNICATIONS; BROADCAST MEDIA (VETERAN’S HOUR RADIO PROGRAM AT DWDD AFP RADIO – 1134 KHZ AM EVERY TUESDAY AND THURSDAY, 1-2 PM); MEDIA SCAN; VETERANS DIALOGUE / ASSEMBLIES; AND FACE TO FACE COMMUNICATION WITH VETERANS.

RELATIVE TO CUSTOMER FEEDBACK AND COMPLAINTS, THIS POLICY IS PROMULGATED TO PROVIDE GUIDANCE ON THE MANNER IN WHICH PVAO RECEIVES AND HANDLES CUSTOMER FEEDBACK FOR AND COMPLAINTS MADE AGAINST THE AGENCY, ITS EMPLOYEES AND THE QUALITY OF ITS SERVICES.

THE OBJECTIVE OF THIS POLICY IS TO ASSIST THE AGENCY AND ITS EMPLOYEES IN MANAGING CUSTOMER FEEDBACK AND RESOLVING COMPLAINTS IN AN EFFICIENT, EFFECTIVE AND PROFESSIONAL MANNER. IN PREPARING THIS POLICY, PVAO HAS CONSIDERED SOME OF THE VALUABLE CUSTOMER SATISFACTION GUIDELINES FOR MANAGING CUSTOMER FEEDBACK AND COMPLAINTS HANDLING IN ORGANIZATIONS.

2. DEFINITION OF TERMS

2.1 CUSTOMER - A CUSTOMER IS A PERSON OR ORGANIZATION THAT RECEIVES A PRODUCT / SERVICE. A COSTUMER CAN BE A CONSUMER, CLIENT, END-USER, RETAINER, BENEFICIARY OR PURCHASER.

2.2 CUSTOMER SATISFACTION – CUSTOMER’S PERCEPTION OF THE DEGREE TO WHICH THE CUSTOMER’S REQUIREMENTS HAVE BEEN FULFILLED.

2.3 CUSTOMER SERVICE – INTERACTION OF THE ORGANIZATION WITH THE CUSTOMER THROUGHOUT THE LIFECYCLE OF A PRODUCT / SERVICE.

2.4 CUSTOMER FEEDBACK – OPINIONS, COMMENTS AND EXPRESSIONS OF INTEREST IN THE PRODUCTS OR SERVICES OR THE COMPLAINTS HANDLING PROCESS.

2.5 COMPLAINT – AN EXPRESSION OF DISSATISFACTION MADE TO AN ORGANISATION, RELATED TO ITS PRODUCTS, OR THE COMPLAINTS-HANDLING PROCESS ITSELF, WHERE A RESPONSE OR RESOLUTION IS EXPLICITLY OR IMPLICITLY EXPECTED. A COMPLAINT MAY BE ORAL OR WRITTEN. AT TIMES, COMPLAINTS CAN BE BY WAY OF NEGATIVE FEEDBACK, WHICH MAY NOT REQUIRE A RESOLUTION OR FORMAL FOLLOW-UP.

2.6 COMPLAINANT – ANY PERSON OR ORGANIZATION WHO IS DISSATISFIED WITH A PRODUCT OR SERVICE PROVIDED BY THE AGENCY.

2.7 INTERESTED PARTY – ANY PERSON OR GROUP HAVING INTEREST IN THE PERFORMANCE OR SUCCESS OF AN ORGANIZATION.

2.8 OBJECTIVE – SOMETHING SOUGHT OR AIMED FOR; RELATED TO COMPLAINTS HANDLING.

2.9 POLICY – OVER-ALL INTENTIONS AND DIRECTION OF THE ORGANIZATION RELATED TO COMPLAINTS HANDLING, AS FORMALLY EXPRESSED BY THE TOP MANAGEMENT.

2.10 PROCESS – SET OF INTERRELATED OR INTERACTING ACTIVITIES WHICH TRANSFORMS INPUTS INTO OUTPUTS.

3. GUIDING PRINCIPLES OF EFFECTIVE COMPLAINTS HANDLING

AS A MATTER OF POLICY, PVAO ADOPTS THE FOLLOWING GUIDING PRINCIPLES OF EFFECTIVE COMPLAINTS HANDLING:

PRINCIPLE	POLICY
3.1 VISIBILITY	PVAO'S CUSTOMER-FEEDBACK AND COMPLAINTS-HANDLING POLICY IS AVAILABLE ON THE PVAO WEBSITE AND THE AGENCY'S INFORMATION AND FEEDBACK MECHANISM CHANNELS SUCH AS RESPONSE BOARDS, FACEBOOK PAGE, AMONG OTHERS.
3.2 ACCESSIBILITY	THE SAME POLICY IS READILY ACCESSIBLE TO ALL CUSTOMERS AND CLIENTS. IT IS EASY TO UNDERSTAND AND INCLUDES DETAILS ON MAKING AND RESOLVING COMPLAINTS.
3.3 RESPONSIVENESS	RECEIPT OF EACH COMPLAINT IS ACKNOWLEDGED TO THE COMPLAINANT IMMEDIATELY. COMPLAINTS WILL BE HANDLED IN AN EFFICIENT AND EFFECTIVE MANNER. COMPLAINANTS WILL BE TREATED COURTEOUSLY AND KEPT INFORMED OF THE PROGRESS OF THEIR COMPLAINT THROUGHOUT THE COMPLAINT-HANDLING PROCESS.
3.4 OBJECTIVITY	EACH COMPLAINT IS ADDRESSED IN AN EQUITABLE, OBJECTIVE AND UNBIASED MANNER THROUGH THE COMPLAINTS-HANDLING PROCESS.
3.5 CUSTOMER CONFIDENTIALITY	PERSONALLY IDENTIFIABLE INFORMATION CONCERNING THE COMPLAINANT IS PURPOSELY PROTECTED FROM DISCLOSURE UNLESS THE COMPLAINANT EXPRESSLY CONSENTS TO ITS DISCLOSURE.
3.6 CUSTOMER-FOCUSED APPROACH	ALL EMPLOYEES OF PVAO, INCLUDING THE MEMBERS OF THE EXECUTIVE AND MANAGEMENT COMMITTEES, ARE COMMITTED TO EFFICIENT AND FAIR RESOLUTION OF COMPLAINTS. WE ACTIVELY SOLICIT FEEDBACK FROM OUR CLIENTS ON A REGULAR BASIS AND ACKNOWLEDGE A CLIENT'S RIGHT TO COMPLAIN.
3.7 ACCOUNTABILITY	ALL EMPLOYEES OF PVAO, INCLUDING THE MEMBERS OF THE EXECUTIVE AND MANAGEMENT COMMITTEES ACCEPT RESPONSIBILITY FOR EFFECTIVE

	COMPLAINTS HANDLING. THE RESPECTIVE CUSTOMER CARE OFFICERS WILL ENSURE THAT, WHERE APPROPRIATE, ISSUES RAISED IN THE COMPLAINTS HANDLING PROCESS ARE REFLECTED IN THE EMPLOYEE'S PERFORMANCE EVALUATION.
3.8 CHARGES	THERE WILL BE NO CHARGE TO THE COMPLAINANT FOR MAKING A COMPLAINT.
3.9 CONTINUAL IMPROVEMENT	OUR CUSTOMER FEEDBACK AND COMPLAINTS HANDLING PROCESS WILL BE REVIEWED PERIODICALLY, AND AT LEAST ANNUALLY, TO AIM TO ENHANCE ITS EFFICIENT DELIVERY OF EFFECTIVE OUTCOMES.

4. MANAGING FEEDBACK

ON A QUARTERLY BASIS, FEEDBACK RESULTS GATHERED FROM THE FOLLOWING FEEDBACK MECHANISMS SHALL BE CONSOLIDATED AND ANALYZED AND SUBMITTED BY THE PUBLIC AFFAIRS SECTION OF THE OFFICE OF THE ADMINISTRATOR TO THE DEPUTY ADMINISTRATOR BEING THE QUALITY MANAGEMENT REPRESENTATIVE:

- 4.1 VISITOR'S PASS AND FEEDBACK FORM (VPFF)
- 4.2 SUGGESTION BOXES
- 4.3 FACEBOOK (www.facebook.com/PVAO1)
- 4.4 WEBSITE (<https://pvao.gov.ph>)
- 4.5 EMAILS
- 4.6 LANDLINE/MOBILE PHONE COMMUNICATIONS
- 4.7 VETERAN'S HOUR RADIO PROGRAM
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- 4.9 VETERANS DIALOGUE / ASSEMBLIES

THE PRESENTED RESULTS SHALL FORM PART OF THE MANAGEMENT REVIEW INPUTS TO THE MANAGEMENT COMMITTEE (MANCOM) IN REVIEWING ON A REGULAR BASIS THE QUALITY MANAGEMENT SYSTEM FOR ADJUDICATION OF PENSION CLAIMS AND THE OVER-ALL OPERATIONS OF THE AGENCY.

5. HANDLING A COMPLAINT

5.1 HOW A COMPLAINT MAY BE MADE

WHERE A COMPLAINT IS ABOUT A PARTICULAR ENGAGEMENT, PRODUCT, OR EMPLOYEE, THE CUSTOMER MAY WISH TO ADDRESS HIS /HER COMPLAINT ORALLY TO THE IMMEDIATE SUPERVISOR OF THE UNIT / SECTION OR DIVISION CONCERNED.

IT IS ALSO SUGGESTED THAT A CUSTOMER ACCOMPLISH THE VISITOR'S PASS AND FEEDBACK FORM SURVEY WHERE HE/SHE CAN EXPRESS HIS COMPLAINT IN WRITING. THE DETAILS OF THE COMPLAINT ARE CLEAR AND COMPLETE. COMPLAINTS AND OTHER PVAO-RELATED CONCERNS ARE ALSO ACKNOWLEDGED VIA OTHER FEEDBACK MECHANISMS AS ABOVE ENUMERATED.

5.2 HOW A COMPLAINT MAY BE MADE

WHEN MAKING A COMPLAINT, THE CUSTOMER IS REQUESTED TO PROVIDE THE FOLLOWING INFORMATION:

- NAME, POSITION AND CONTACT DETAILS
- TRANSACTION WITH PVAO
- EMPLOYEE CONCERNED
- NATURE AND DETAILS OF THE COMPLAINT
- COPIES OF ANY DOCUMENTATION SUPPORTING THE COMPLAINT.

5.3 ASSISTANCE WITH MAKING A COMPLAINT

SHOULD A CUSTOMER NEED ANY ASSISTANCE IN FORMULATING OR LODGING A COMPLAINT, HE/SHE MAY CALL THE PUBLIC AFFAIRS SECTION OF THE OFFICE OF THE ADMINISTRATOR OF PVAO.

5.4 ACKNOWLEDGEMENT OF COMPLAINTS

PVAO IS COMMITTED TO ACKNOWLEDGING ALL COMPLAINTS IMMEDIATELY UPON RECEIPT. ONCE A COMPLAINT HAS BEEN RECEIVED, THE PUBLIC AFFAIRS STAFF WILL UNDERTAKE AN INITIAL REVIEW OF THE COMPLAINT.

PVAO WILL ENDEAVOR TO TAKE ACTION WITHIN 72 HOURS OF RECEIVING THE COMPLAINT, BUT THIS WILL NOT BE POSSIBLE ON ALL OCCASIONS, ESPECIALLY DURING THE PHILIPPINE VETERANS WEEK AND ON LEGAL HOLIDAYS.

WHERE THE REVIEW EXCEEDS 72 HOURS, THE PUBLIC AFFAIRS WILL CONTACT THE CLIENT TO INFORM HIM/HER OF THE REASON/S FOR THE DELAY, AND WHEN PVAO CAN COMPLETE THE REVIEW AND RESOLUTION OF THE COMPLAINT.

5.5 CLIENT'S RIGHTS DURING THE COMPLAINT PROCESS

THE COMPLAINANT HAS THE RIGHT TO INQUIRE AS TO THE STATUS OF HIS/HER COMPLAINT BY CONTACTING THE CUSTOMER CARE OFFICER OF WHO HAS BEEN IDENTIFIED TO AS HANDLING THE PARTICULAR COMPLAINT.

5.6 RESPONSE TO A COMPLAINT

ONCE THE CUSTOMER CARE OFFICER REVIEWED THE VALIDITY OF THE CUSTOMER'S COMPLAINT, THE COMPLAINT WILL BE ELEVATED TO THE PVAO MANAGEMENT COMMITTEE (MANCOM), FOR RESOLUTION, EITHER IN THE FORM OF CORRECTION, PREVENTIVE ACTION OR BOTH.

UPON RESOLUTION OF THE COMPLAINT, PVAO WILL PROVIDE THE CUSTOMER WITH A WRITTEN RESPONSE.

IF THE CUSTOMER IS DISSATISFIED WITH PVAO'S RESPONSE, THE CUSTOMER HAS THE RIGHT TO ASK FOR RECONSIDERATION OF THE RESPONSE BY THE PVAO MANAGEMENT COMMITTEE.

SUCH A REQUEST SHOULD BE MADE IN WRITING AND FORWARDED BY POST, EMAIL OR FAX TO PVAO.

5.7 FURTHER ACTION

IF THE CUSTOMER IS STILL DISSATISFIED WITH THE MANNER IN WHICH HIS /HER COMPLAINT HAS BEEN HANDLED, THE CUSTOMER HAS THE RIGHT TO REFER THE MATTER TO THE EXECUTIVE COMMITTEE OF PVAO HEADED BY THE ADMINISTRATOR.

6. PVAO CLIENTS COMPLAINT CENTER

ALSO, AS A RECENT COMPLIANCE TO PRESIDENT RODRIGO DUTERTE'S EXECUTIVE ORDER No. 6, SERIES OF 2016, PVAO WILL HAVE A PVAO CLIENTS COMPLAINT CENTER (PCCC) THEREBY REPLICATING THE 8888 CITIZENS COMPLAINT CENTER OF THE OFFICE OF THE PRESIDENT. THE FOCAL PERSON OF PCCC WILL THE CHIEF, HUMAN

RESOURCE DEVELOPMENT DIVISION WHO WILL BE DULY ASSISTED BY THE TECHNICAL OFFICERS TO WIT: C, MANAGEMENT INFORMATION DIVISION; CHIEF, CLAIMS; UNIT HEAD, PUBLIC AFFAIRS OF THE OFFICE OF THE ADMINISTRATOR; AND CHIEF, VRMD). EACH KEY DIVISION SHALL ALSO HAVE A DESIGNATED CUSTOMER CARE OFFICER WHO IS EXPECTED TO HANDLE CUSTOMERS' CONCERNS 24/7.

FOR THE PURPOSES OF CONSOLIDATING FEEDBACK RESULTS GATHERED FROM VARIOUS FEEDBACK MECHANISMS AND OF HANDLING CUSTOMER COMPLAINTS, THE PUBLIC AFFAIRS UNIT OF THE OFFICE OF THE ADMINISTRATOR IS ASSIGNED TO CONSOLIDATE ALL THE CUSTOMER FEEDBACK REPORTS SUBMITTED BY THE DIFFERENT CUSTOMER CARE OFFICERS OF KEY DIVISIONS.

7. REFERENCES

- AUSTRALIAN STANDARD. CUSTOMER-SATISFACTION –GUIDELINES FOR COMPLAINTS HANDLING IN ORGANIZATION IN ORGANIZATIONS. ISO-10002:2006
- OFFICE CIRCULAR NO. 16-09 RE: IMPLEMENTATION OF E.O. No. 06 SERIES OF 2016 IN THE PHILIPPINE VETERANS AFFAIRS OFFICE