



BUREAU OF CUSTOMS

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PROFESSIONALISM INTEGRITY ACCOUNTABILITY

CUSTOMS ADMINISTRATIVE ORDER (CAO)

No. 04-2022

SUBJECT: INSTITUTIONALIZING TRANSPARENCY IN DELIVERY OF SERVICES THROUGH THE ESTABLISHMENT OF THE BUREAU OF CUSTOMS CUSTOMER CARE CENTERS (CCCs)

Introduction. This Customs Administrative Order (CAO) implements Transparency as one of the key factors under the Revised Arusha Declaration, Article 1.3 on Enquiry Points under the Agreement on Trade Facilitation, Section 7, Zero-Contact Policy of Republic Act No. 11032 or the Ease of Doing Business and Efficient Government Service Delivery Act of 2018, in relation to Section 101 (a), (b), (c) and (f) of Republic Act No. 10863, otherwise known as the Customs Modernization and Tariff Act (CMTA).

Section 1. Scope. This Order shall cover the receiving and releasing of transaction documents, walk-in stakeholders' inquiry, granting of access pass to stakeholders with approved appointment to enter the Bureau of Customs premises, and acceptance of payment of allowable fees and charges imposed and collected by the Bureau and issuance of corresponding Bureau of Customs Official Receipt (BCOR).

Section 2. Objectives.

- 2.1. To establish a modernized customer service center that will provide services such as centralized document receiving and releasing, information area for inquiry and other general concerns, payment center, pass control and other Customs services in conjunction with the Bureau's modernization projects.
- 2.2. To promote transparency and ensure high level of professionalism, integrity and accountability while dealing with the stakeholders of the Bureau.
- 2.3. To outline the duties and responsibilities of Customs personnel assigned at the Customer Care Centers nationwide to handle concerns of stakeholders transacting with the Bureau.
- 2.4. To provide a mechanism where stakeholders' queries and concerns are handled promptly.
- 2.5. To lessen face-to-face transactions between personnel of the Bureau and stakeholders, therefore minimizing the opportunity for graft and corruption.

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Administrative Rules and Regulations

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Section 3. Definition of Terms.

- 3.1. Bureau** — shall refer to the Bureau of Customs.
- 3.2. Client Satisfaction (CSat)** — shall refer to the numerical measure of stakeholder satisfaction based on their general CCC experience on a scale of 5 to 1. This rating allows CCC to determine the level of satisfaction of the stakeholders with corresponding equivalence.
- 3.3. Customer Care Center (CCC)** — shall refer to a modern service center that will provide services such as centralized document receiving and releasing, information area for inquiry and other general concerns, payment center, pass control and other Customs services.
- A modern Customs Service Center at the port to serve as a One-Stop-Shop Facility that shall be the focal point on all Customs related inquiries for walk-in stakeholders in compliance with Ease of Doing Business law.
- 3.4. Public Relations Officer** — shall refer to a well-trained and competent personnel manning the Customer Care Center.
- 3.5. Service Kiosk** — shall refer to an ICT equipment designed for the stakeholders to select the services themselves
- 3.6. Stakeholder** — shall refer to the transacting public of the Bureau of Customs.

Section 4. Establishment of Customer Care Centers (CCC). All Collection Districts and its Supports shall establish a Customer Care Center (CCC) that will provide the following functions:

- 4.1.** Document management. The CCC shall receive and release all communications (documents) from and to external stakeholders except correspondence from Other Government Agencies, Official Courier, and Subpoena;
- 4.2.** Information management. The CCC shall handle walk-in stakeholders queries and concerns and liaise with appropriate Offices in the Bureau of Customs to resolve inquiries;
- 4.3.** Pass Control. The CCC shall manage the appointment of visitors and stakeholders to regulate their movement within Customs premises;

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- 4.4. Payment Management. The CCC shall facilitate payments made under the Cash Miscellaneous Module (CMM); and
- 4.5. Perform other functions as maybe directed by the District or Sub-Port Collector.

Section 5. Composition of the Customer Care Center.¹ The CCC shall be under the direct supervision of the District Collector and shall be composed of the following Public Relations Officers (PROs) which shall perform specific functions:

5.1. Head (Supervising PRO) which shall be designated by the District Collector and assigned under the Office of the District Collector.

The Head shall perform the following duties and responsibilities:

- 5.1.1. Manage and lead the CCC;
 - 5.1.2. Ensure that the objectives of the CCC be carried out by accumulating the needed manpower, equipment, supplies, and trainings, among others;
 - 5.1.3. Address concerns and complaints that cannot be resolved by the PROs;
 - 5.1.4. Schedule the shifting of all PROs;
 - 5.1.5. Monitor the performance and attendance of all PROs; and
 - 5.1.6. Report to the District Collector as needed.
- 5.2. Assistant Head.** An Assistant Head may be assigned by the District Collector to perform the function of the Head, CCC in the absence of the latter. Each CCC established in the Sub-Port or Customs Facilities and Warehouses (CFW), if applicable, shall be headed by an Assistant Head under the direct control and supervision of the Head.

5.3. Document Receiving Officer.

The Document Receiving Officer shall perform the following duties and responsibilities:

- 5.3.1. Receive all documents from stakeholders with a receiving coupon or any other methods (i.e., "received" stamp with date and signature) as provided by the procedures in

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¹ CCC Primer

handling documents;

5.3.2. Reject documents/things that are unofficial in nature;

5.3.3. Assist stakeholders with wrong coupon; and

5.3.4. Perform any other tasks related to their function.

5.4. Document Releasing Officer.

The Document Releasing Officer shall perform the following duties and responsibilities:

5.4.1. Release verified documents to their respective stakeholders once the status has been cleared;

5.4.2. Inform the stakeholders of the availability of their documents that are for release;

5.4.3. Ensure proper release of documents to the rightful owner/recipient; and

5.4.4. Perform any other tasks related to their function.

5.5. Document Sorting Officer.

The Document Sorting Officer shall perform the following duties and responsibilities:

5.5.1. Sort all the documents to its designated shelf/area;

5.5.2. Attach a QR code if needed; and

5.5.3. Scan the QR code to serve as a receiving copy.

5.6. Document Distribution Officer.

The Document Distribution Officer shall perform the following duties and responsibilities:

5.6.1. Distribute the documents promptly and efficiently to the respective offices;

5.6.2. Observe the prescribed turn-around time in the distribution of documents; and

5.6.3. Ensure that all documents are received by the concerned

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office.

5.7. Client Service Specialist.

The Client Service Specialist shall perform the following duties and responsibilities:

5.7.1. Assist and address the concerns, complaints, and inquiries of all stakeholders using the different systems such as Automated Routing and Monitoring System (ARMS), Parcel and Balikbayan Box Tracking System (PBBTS) or Document Tracking System (DTS) by communicating with the concerned office, and utilize other tools and references, as may be necessary;

5.7.2. Verify stakeholders' official transactions with the Bureau and create an appointment to grant their access;

5.7.3. Assist the stakeholder in the purchase of accountable forms; and

5.7.4. Perform any other tasks related to their function.

5.8. National Collecting Officer. The National Collecting Officer shall facilitate stakeholder's payment transactions using the Cash Miscellaneous Module (CMM).

5.9. Pass Control Officer. The Pass Control Officer issues access pass for stakeholders with approved appointment and reclaims the access pass for outgoing stakeholders.

5.10. Other Customs Officers such as the following, if applicable:

a. Personnel from Entry Processing Unit (EPU) – to evaluate the completeness of the Goods Declaration and supporting documents

b. Representatives from Management Information System and Technology Group (MISTG) – to provide technical assistance

and support to the CCC.

c. Piers and Inspections Division (PID) – to evaluate completeness of document related to the issuance of Gate Pass.

d. Personnel from Accounts Management Office (AMO) – to

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evaluate completeness of documents related to the applications for accreditation/registration of importers, brokers or other third parties and/or to perform other functions as may be directed by the Chief, AMO.

The Commissioner or the District Collector may provide other duties and responsibilities, as may be necessary for the efficient implementation of this CAO.

Section 6. Administrative Provisions.

- 6.1. In compliance with existing rules and regulations on working hours, the CCC shall operate from 8:00AM to 5:00PM, Monday to Friday. Overtime service may be rendered, if necessary.
- 6.2. All internal offices of the Bureau are mandated to provide and extend full support and cooperation to the CCCs. A focal person in every Office shall be designated to monitor and follow-up status of issues and concerns lodged through the Customer Care Portal System (CCPS) or other online support system.
- 6.3. Additional manpower complement necessary for CCC operations to accomplish its assigned functions shall be coordinated by the District Collector with Human Resource Management Division (HRMD), and with the Budget Division and Financial Management Office (FMO) for budgetary support.
- 6.4. Administrative support such as provision for office supplies and equipment, personnel augmentation, conduct of capacity building activities, etc. shall be coordinated with the Administrative Division of the Collection District except for the CCC in the Port of Manila which shall be coordinated with the concerned office under Internal Administration Group (IAG).

Section 7. Technical Support.

- 7.1. The MISTG shall ensure that customer relationship management software (support systems) and hardware are fully functional and shall accord support and assistance in its maintenance.
- 7.2. MISTG and CCC shall provide and maintain Service Kiosks which feature the following support systems:
 - a. **BOC Website (www.customs.gov.ph)** – the official Bureau of Customs webpage.

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- b. **BOC Citizen's Charter** – a document which represents a systematic effort to focus on the commitment of the Bureau towards its stakeholders in respects of standard of services, information, choice and consultation, non-discrimination and accessibility, grievance redress, courtesy, and value for money.
- c. **Aduana e-Library (E-LIB)** – online records of Customs issuances.
- d. **Document Tracking System (DTS)** – online tracking of real time location/status of documents.
- e. **Automated Routing and Monitoring System (ARMS)** – online tracking of status of Goods Declaration for Consumption.
- f. **Parcel and Balikbayan Box Tracking System (PBBTS)** – online tracking of balikbayan boxes and air parcels.
- g. **Customer Care Portal System (CCPS or BOC Portal)** – online tracking of document feedback, submission, and compliance. It also a platform for inquiries, issues, and complaints.
- h. **Queueing System (QS)** – an electronic platform to institute systematic flow in handling clients.
- i. Other ICT and support system improvements which may be established in the future.

7.3. MISTG shall provide guidelines in the registration and/or removal of CCPS accounts of authorized personnel assigned at the CCC.

Section 8. Miscellaneous Provisions.

8.1. CCCs in Collection Districts shall implement quality management system pursuant to ISO 9001 Quality Management System standards. The ISO 9001 Certification is mandatory to all CCCs, and this should include the integration of the CCC process with the Collection Districts.

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- 8.2. No correspondence from Other Government Agencies, Official Courier, and Subpoena shall be received and processed by the CCCs. The process server shall be advised to proceed directly with the specific office or personnel covered by the correspondence.
- 8.3. As accountable officer of the Bureau, the assigned National Collecting Officer shall be bonded with the Bureau of Treasury, Fidelity Bond Division, in accordance with Customs Memorandum Order No. 5-2013.
- 8.4. The District Commander of Enforcement and Security Service (ESS) of Collection Districts shall designate a Pass Control Officer.
- 8.5. The District Collector may issue additional directive for the efficient issuance of access pass taking into consideration the peculiar situation or location of the CCC.
- 8.6. All CCCs shall ensure compliance to the provisions of RA 11032 or Ease of Doing the Ease of Doing Business and Efficient Government Service Delivery Act of 2018 Zero Contact Policy.
- 8.7. The processing of data and disclosure of information in the CCCs shall be guided by the provisions of Republic Act 10173 otherwise known as Data Privacy Act of 2012, Executive Order No. 2 series of 2016, Republic Act No.10667 otherwise known as Philippine Competition Act, and other relevant laws, rules and regulations and international conventions.

Section 9. Reportorial System. An ICT-enabled reportorial system shall be established by the Bureau for statistical and monitoring purposes. The Head, CCC shall monitor and submit CSat survey results to the District Collector on a monthly basis for consolidation by the Public Information and Assistance Division (PIAD), Internal Administration Group (IAG).

Section 10. Implementing Rules and Regulations. The Bureau may issue corresponding CMO to further prescribe additional duties and responsibilities, as may be necessary for the efficient and effective implementation of this CAO.

Section 11. Separability Clause. If any part or provision of this Order is later declared invalid or illegal, the remaining portion shall remain valid and enforceable.

Section 12. Effectivity. This order shall take effect immediately after its publication in the Official Gazette or newspaper of general circulation.

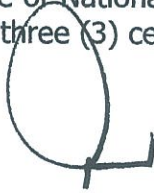
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The Office of National Administrative Register (ONAR) of the UP-Law Center shall be provided three (3) certified copies of this Order.



REY LEONARDO B. GUERRERO

Commissioner 



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Approved:



CARLOS G DOMINGUZ
Secretary of Finance

JUN 16 2022



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