



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF CUSTOMS
MANILA

CUSTOMS MEMORANDUM ORDER
NO. 41-90

TO: ALL BUREAU OFFICIALS & EMPLOYEES
SUBJECT: COURTESY CAMPAIGN IN THE BUREAU OF CUSTOMS

Pursuant to CSC MC No. 15, s. 1990, the Bureau of Customs hereby adopts the Courtesy Campaign of the Civil Service Commission, to be known as "Ang Magalang, Bow".

To operationalize this campaign, the following guidelines are hereby prescribed:

I. OBJECTIVES

1. To encourage Bureau of Customs personnel to render prompt & courteous service to the public.
2. To establish a feedback mechanics through which clients can immediately report instances of courteous & prompt service, or its opposite.
3. To establish a recognition & reward system for prompt & courteous Bureau personnel as well as a sanction mechanism for those who exhibit discourteous and incivil behavior.

II. MECHANISM

1. The Public Assistance Counter (PAC)

- a. A Public Assistance Counter (PAC) shall be established in the Office of the Commissioner and in each of the Bureau's (13) Collection Districts. The PAC should be located in the lobby or any place accessible to the public to serve as the information feedback center of the program.
- b. Each Counter shall be manned by an Officer of the Day (OD), to be designated by the Commissioner (for Central office)/or the District Collector (for each Collection

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District). Monthly schedule of ODs should be submitted to the Chief, Public Information Assistance Division effective July 1, 1990 and every month thereafter. The OD shall have the following functions:

- i. Answer questions from walk-in public & provide information required by the visitor;
- ii. Remind and/or encourage the public to give their feedback on the quality of service received by accomplishing the proper forms & using drop boxes for the purpose;
- iii. Give directions as to location of offices, officials, employees & facilities of the BOC;
- iv. Refer clients to appropriate office or officials or employee.

Officers of the Day shall be required to attend seminar on how to manage the PAC.

2. The Feedback Forms

Instructional posters which contain feedback directions to the public shall be posted in conspicuous places in government offices. These will carry detachable feedback forms which shall be of two kinds: The Courteous Service Form (Annex A) and Report of Discourtesy Form (Annex B). Both forms shall contain spaces for the following information:

- a. Name of employee who has shown courtesy or discourtesy;
- b. Office/department/division of the employee;
- c. Nature of transaction;
- d. Date of transaction.

In addition, Form B shall contain space for a short explanation of the incident involving a discourteous employee.

Individual clients shall fill up Form A to congratulate a courteous employee for prompt and courteous service or Form B to report untoward

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incident involving a discourteous employee.

III. RECOGNITION, AWARDS OR SANCTION

1. Recognition

The Most Courteous Employees shall be recognized by posting his/her picture with her/his name, office & other personality traits in the lobby or most conspicuous place in the building.

If there is a consistent and continuous feedback of courteous service by an employee for a period of one year, he/she may be awarded a Most Courteous Employee of the Year.

2. Agency Awards

The award for the Most Courteous Employee of the Month shall take the form of a Commendation to be signed by the Commissioner or any other prize which may be recommended by the Coordinator.

He/she may also be nominated to the annual search for the Outstanding Public Officials & Employees under RA 6713, an awards program being administered by the CSC.

3. Sanction

Discourteous employees or those name Employee Most Wanting of Courtesy because of consistent feedback of discourtesy shall be meted administrative & disciplinary sanctions to be determined by existing laws & other pertinent rules & regulations.

Any employee reported for discourteous behavior shall be required to explain.

IV. EFFECTIVITY DATE

This Order shall take effect 1 July 1990 and shall last until revoked.

of Salvador M. Mison
SALVADOR M. MISON
Commissioner