



Republic of the Philippines  
Department of Finance  
**BUREAU OF CUSTOMS**  
MANILA 1099

**CUSTOMS MEMORANDUM ORDER**

No. 10-2016

**SUBJECT: CREATION OF THE BUREAU OF CUSTOMS CUSTOMER ASSISTANCE AND RESPONSE SERVICES (BOC-CARES) UNIT**

**1.0 OBJECTIVES**

- 1.1 To have a central unit that serves as the front line for stakeholder interaction providing efficient and effective mechanism to address BOC related inquiries and concerns of transacting public
- 1.2 To enhance the positive reputation of the agency through an ensured continuous facilitation of customer service management

**2.0 COMPOSITION OF THE BOC CARES UNIT**

- 2.1 The BOC CARES Unit shall be under the direct supervision of the Internal Administration Group and shall be managed by the Public Information and Assistance Division (PIAD). The Unit shall be composed of Unit Head, Client Service Representatives, Client Service Officers and Resolutions Team.

**3.0 FUNCTIONS**

**3.1 The Unit Head**

The Unit Head, as designated by the Chief of the Public Information and Assistance Division from among the personnel of PIAD, shall:

- a) supervise and oversee the day-to-day operations of the Unit and;
- b) evaluate and make recommendations to the Chief concerning operational improvements for the Unit.

**3.2 The Client Service Representatives shall:**

- a) Serve as the first contact of interaction manning the BOC Cares Hotline
- b) Handle incoming calls providing immediate customer information and non-complex help areas
- c) Manage the official social media account of the Bureau of Customs
- d) Make call backs as needed for total resolution of stakeholders' concerns and inquiries
- e) Perform other functions as may be necessary

### **3.3 The Client Service Officers shall:**

- a) Act as team leaders of the component teams of Client Service Representatives
- b) Directly monitor call handling and routing processes of the Client Service Representatives
- c) Coordinate with related offices/divisions and other related external agencies in order to secure pertinent data to resolve inquiries
- d) Handle and manage the official email account of BOC CARES
- e) Ensure that all inquiries and complaints are properly attended to and resolved
- f) Submit summary reports of all calls/cases handled by the Client Service Representatives.
- g) Periodically evaluate the client service representatives' performance
- h) Perform other related functions as necessary

### **3.4 The Resolutions Team shall:**

- a) Endorse inquiries and/or complaints that are complex and/or highly technical to appropriate offices/divisions and other related external agencies and ensure that right information is provided to concerned stakeholders and/or clients.
- b) Perform other related functions as required

## **4.0 OPERATIONAL GUIDELINES**

- 4.1 The Chief of the Public Information and Assistance Division shall take charge and oversee the overall operations of the Unit, including staffing and other administrative concerns. He/she shall report directly to the Deputy Commissioner of IAG.
- 4.2 All internal offices of the bureau are mandated to provide and extend support and cooperation to the Unit and shall designate a focal person in charge of addressing concerns endorsed by the Resolutions Team. Relevant information shall be accorded including, but not limited to, information on port (air and sea) operations, valuation, imports and exports, for purposes of providing customer information and resolution of legitimate concerns.
- 4.3 The various offices of the Bureau, thru the designated Focal Persons, shall provide BOC-CARES needed information within three (3) days upon receipt of properly endorsed inquiries or verification from the Client Service Officers and/or Resolutions Team.
- 4.4 The Management Information Systems Technology Group (MISTG) shall ensure that customer relationship management software and telephony system of the Unit is fully functional and shall accord support and assistance in its maintenance.

- 4.5 The Unit is designed to operate 24/7 and shall operate as such upon the recommendation of the Deputy Commissioner for IAG, with the approval of the Commissioner. Otherwise, it shall operate from 7am to 7pm, Mondays to Fridays.
- 4.6 BOC-CARES shall use a local number in its initial stages and shall soon secure a toll-free number for nationwide use.
- 4.7 The bureau shall shoulder the necessary expenses of Unit and the staff.

This order shall take effect immediately. Accordingly, all orders/issuances inconsistent herewith are deemed revoked or superseded.

For compliance.

  
**ALBERTO D. LINA**

Commissioner



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