



BUREAU OF CUSTOMS

MAKABAGONG ADUANA, MATATAG NA EKONOMIYA



PROFESSIONALISM

INTEGRITY

ACCOUNTABILITY

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Date APR 20 2023

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CUSTOMS MEMORANDUM ORDER (CMO)

No. 10-2023

SUBJECT: GUIDELINES ON THE OPERATION OF THE BUREAU OF CUSTOMS CUSTOMER ASSISTANCE AND RESPONSE SERVICES (BOC-CARES) UNIT TO ESTABLISH EFFECTIVE MECHANISM IN ADDRESSING STAKEHOLDERS COMPLAINTS/CONCERNS

Introduction. This Order 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 administrative and operational framework of the Bureau of Customs - Customer Assistance and Response Services Unit in the handling of concerns and complaints lodged through calls, social media accounts, e-mails, BOC portal (Customer Care Portal System) or those coursed through other government agencies.

Section 2. Objectives.

- 2.1. To establish a central frontline unit that provides efficient and effective mechanisms to address stakeholder inquiries, concerns or complaints;
- 2.2. To enhance the positive reputation of the agency through continuous facilitation and improvement of customer service management; and
- 2.3. To promote transparency through continuous and prompt customer service management.

Section 3. Composition and Functions of the BOC-CARES Unit.

- 3.1. The BOC-CARES Unit established under the direct supervision of the Chief, Public Information and Assistance Division (PIAD) shall be composed of the following, subject to availability of funds:

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Administrative Officer V

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- a. one (1) Supervising Customs Information Officer;
- b. three (3) Lead Customs Information Officers;
- c. two (2) Technical Assistants; and
- d. twenty (20) Customs Information Officers.

3.2. The BOC-CARES Unit shall perform the following functions:

- 3.2.1.** Conduct regular supervision and management of BOC helpdesk, social media accounts, and other online communications systems that may be established by the Bureau;
- 3.2.2.** Attend to various concerns received through different platforms such as calls, social media accounts, e-mails, BOC portal and those coursed through other government agencies; and
- 3.2.3.** Monitor and ensure resolutions of actionable inquiries and complaints of transacting public through coordination with responsible offices of the Bureau; and
- 3.2.4.** Perform other functions as directed by the Chief, PIAD.

3.3. Duties and Responsibilities of BOC-CARES Personnel.

3.3.1. Supervising Customs Information Officer (SCIO) shall:

- a. Supervise and oversee the day-to-day operations of the BOC-CARES;
- b. Evaluate and provide recommendations to the Chief, PIAD concerning operational improvements;
- c. Ensure that the objectives and goals of the BOC-CARES are met;
- d. Establish a high standard for productivity, quality, and customer service as well as define guidelines;
- e. Design and implement operational mechanism/s to make customer service easier for both team members and customers;

- f. Conduct routine calibration sessions to discuss issues and new policies or regulations of the Bureau;
- g. Directly report to the Chief, PIAD; and
- h. Perform any other tasks as may be directed by the Chief, PIAD.

3.3.2. Lead Customs Information Officer shall:

- a. Oversee Customs Information Officer (CIO) performance, including work schedule compliance, productivity, and quality assurance standards, under the management of the SCIO;
- b. Update and maintain standard reports and assist in coaching, on-the-floor training, and personnel management as determined by the Supervisor;
- c. Provide support to CIOs, including the service of escalated customers, and assist in rectifying service deficits;
- d. Give detailed statistical feedback on the performance of team members for evaluation and commendation;
- e. Provide support to the SCIO and directly report all matters concerning the day-to-day operations of CARES; and
- f. Perform other related functions as necessary.

3.3.3. Technical Assistant shall:

- a. Assist CIOs in resolving complex inquiries and complaints;
- b. Monitor the customer interactions and provide actionable insights to improve individual performance;

- c. Maintain consistent professional improvement through provided workshops and refresher courses, among others; and
- d. Perform other functions as may be necessary.

3.3.4. Customs Information Officer shall:

- a. Serve as the first contact of interaction or frontline officer of the BOC-CARES;
- b. Attend to customers' inquiries or concerns by identifying customers' needs, clarifying information, simplifying issues and ultimate facts, and providing solutions or alternatives efficiently and accurately;
- c. Accurately record customer reports/concerns into the CARES Database to maintain an electronic record of all communications from the clients for follow up;
- d. Build sustainable relationships and engage clients;
- e. Monitor and track clients' concerns and/or complaints until resolved;
- f. Monitor the official social media webpages, CARES email, and Portal of the Bureau of Customs;
- g. Utilize CARES software, databases, scripts, and tools appropriately;
- h. Provide support and submit reports to the Lead Customs Information Officers (LCIOs); and
- i. Perform other functions as may be necessary.

Section 4. Administrative Provisions.

- 4.1.** In compliance with existing rules and regulations on working hours, the BOC-CARES shall operate from 8:00 AM to 5:00 PM, Monday to Friday;

- 4.2. Additional manpower complement necessary for BOC-CARES to accomplish its assigned functions shall be coordinated with the Human Resource Management Division (HRMD), Budget Division and Financial Management Office (FMO) for budgetary requirements;
- 4.3. Should the Commissioner require a skeleton workforce in observance of Holidays, the Unit shall continue with its operations and submit a skeleton workforce schedule to Internal Administration Group (IAG), through HRMD;
- 4.4. The Management Information Systems and Technology Group (MISTG) shall ensure that the customer relationship management software and telephony system of the Unit are fully functional and shall accord support and assistance in its maintenance;
- 4.5. MISTG shall also develop Information and Communication Technology (ICT)-enabled software and tools for the improvement of the Bureau's feedback mechanism; and
- 4.6. Administrative support such as provision of office supplies and equipment, personnel augmentation, conduct of capacity building activities, among others shall be coordinated with the IAG.

Section 5. Operational Provisions.

5.1. Complaints Coming from Other Government Agencies.

5.1.1. The BOC-CARES shall process complaints received from various agency portals, such as but not limited to the following:

- a. Hotline 8888;
- b. Presidential Action Center;
- c. Anti-Red Tape Authority; and
- d. Contact Center ng Bayan.

5.1.2. The complaint shall then be endorsed to the Action Officer (AO) of the concerned office for their official response and appropriate action within the prescribed period of three (3), seven (7), or twenty (20) days pursuant to Republic Act No. 11032 or the Ease of Doing

Business and Efficient Government Service Delivery Act of 2018.

- 5.1.3. If no resolution has been made within the prescribed period under Section 5.1.2, the concerned office shall request an extension to the Complaints Center through the BOC-CARES.
- 5.1.4. Upon receipt of the official response from the concerned office, the BOC-CARES shall endorse the said response to the Complaints Center and copy furnish the Complainant.
- 5.1.5. The BOC-CARES shall keep records of all complaints to ensure proper monitoring and documentation.

5.2. Concerns lodged through BOC-Portals.

- 5.2.1. The Unit shall be a repository of all unidentified inquiries and complaints lodged through the Customer Care Portal System (CCPS);
- 5.2.2. All tickets assigned to BOC-CARES and lodged through the CCPS shall be attended and endorsed, if necessary, to the concerned office or port;
- 5.2.3. The assigned CIO shall record the details to the BOC-CARES database for the purpose of monitoring and documentation.

5.3. Concerns lodged through BOC-CARES Email.

- 5.3.1. All concerns and inquiries received through the BOC-CARES official email (boc.cares@customs.gov.ph) shall be attended and endorsed, if necessary, to the concerned office or port;
- 5.3.2. The assigned CIO shall record the details to the BOC-CARES database for the purpose of monitoring and documentation.

5.4. Concerns lodged through BOC Social Media Platforms.

- 5.4.1.** The BOC-CARES shall monitor and attend to all concerns and inquiries received through the BOC's official Facebook, Twitter, Instagram, Tiktok, Youtube, and other accounts that may be created, including other social media platforms;
- 5.4.2.** The assigned CIO shall endorse the unresolved concerns for resolution and appropriate action to the Technical Assistant or the concerned office;
- 5.4.3.** The assigned CIO shall record the details to the BOC-CARES database for the purpose of monitoring and documentation.

5.5. Concerns received through the BOC Hotline.

- 5.5.1.** The Unit shall use a toll-free number for nationwide use;
- 5.5.2.** The CIO shall attend and adequately act upon the receipt of concerns and inquiries through the official BOC hotline;
- 5.5.3.** Escalated or hard to resolve concerns shall be handled by the Technical Assistant or the concerned office; and
- 5.5.4.** The CIO shall record the details of the call through the BOC-CARES database for proper documentation and monitoring.

Section 6. Action Officer.

- 6.1.** The following offices shall designate an Action Officer to provide immediate response to the complaints or concerns endorsed by the BOC-CARES:
 - a.** All Groups;
 - b.** District Ports;
 - c.** Sub-ports;
 - d.** *Ad hoc* Offices
- 6.2.** The AO shall perform the following duties and responsibilities:

- a. Receive and acknowledge the complaints/concerns endorsed by the BOC-CARES;
- b. Review and endorse, through channel, to concerned office for appropriate action;
- c. Monitor the official response within the prescribed period;
- d. Provide feedback or updates to the BOC-CARES;

The AO shall create a group chat among administrative officers within the Group, Port or Adhoc Office for effective monitoring of complaints/concerns.

Section 7. Technical Support. All Groups, Ports or Ad hoc offices who directly received a complaint/concern from other government agencies or private individuals shall furnish BOC-CARES with a copy of their official responses, reports or any actions taken through complaints@customs.gov.ph. For monitoring purposes, they shall require their respective AOs to develop and maintain a tracking chart or matrix of all complaints/concerns received directly or through the BOC-CARES.

Section 8. Processing of Personal Information. Processing of personal information in relation to the implementation of this Order shall comply with the Data Privacy Act, the implementing rules and regulations issued by the National Privacy Commission, and CMO No. 16-2021.

Section 9. Budgetary Requirements. The BOC CARES' operational and logistical requirements including manpower complement necessary to accomplish its assigned functions shall be coordinated with HRMD, Budget Division and FMO for budgetary requirements subject to pertinent accounting, auditing rules and regulations.

Section 10. Periodic Review. Unless otherwise provided, this Order shall be reviewed every three (3) years and be amended or revised, if necessary.

Section 11. Repealing Clause. All other rules and regulations issued by the Bureau which are inconsistent with this Order are deemed repealed or modified accordingly.

Section 2. Effectivity. This Order shall take effect immediately.

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

BIENVENIDO Y. RUBIO
Commissioner



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