



MC No. 15, s. 2014

MEMORANDUM CIRCULAR

TO : ALL HEADS OF CONSTITUTIONAL BODIES; DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT; LOCAL GOVERNMENT UNITS; GOVERNMENT-OWNED AND CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS; AND STATE UNIVERSITIES AND COLLEGES

SUBJECT : Institutionalization of the Contact Center ng Bayan (CCB) as the Public Feedback Mechanism

The Civil Service Commission (CSC) performs a primary role in the implementation of Republic Act No. 9485, an "Act to Improve Efficiency in the Delivery of Government Service to the Public by Reducing Bureaucratic Red Tape, Preventing Graft and Corruption, and Providing Penalties Thereof", otherwise known as the Anti-Red Tape Act (ARTA) of 2007. Section 5 of CSC Resolution No. 081417 or the ARTA Implementing Rules and Regulations approved on July 24, 2008 states that, "agencies shall institute hotline numbers, short message service, information communication technology and other mechanisms by which clients may adequately express their complaints, comments and suggestions".

In support to the ARTA implementation, the CSC and the National Computer Center (NCC) of the Department of Science and Technology - Information and Communications Technology Office (DOST-ICTO), signed Joint Resolution No. 2010-01 on August 15, 2010 to adopt and promulgate guidelines pertaining to the delivery of frontline services to the public through citizen's helplines, government contact/call centers and future interconnection of the same. This collaboration paved the way for the establishment of the Contact Center ng Bayan (CCB) Project. Its initial implementation was launched on September 27, 2012 with six (6) participating agencies, namely: CSC, ICT Office, Bureau of Internal Revenue (BIR), Philippine Health Insurance Corporation (PHIC), Department of Health (DOH), and Department of Trade and Industry (DTI).

Since its pilot-run, the CCB databank has become a rich source of information for the ARTA program initiatives of the CSC, such that targets for the 2014 Report Card Survey and ARTA Watch are based on the agencies with most number of ARTA-related feedback received through the CCB. The CSC

In a Race to Serve: Responsive, Accessible, Courteous and Effective Public Service

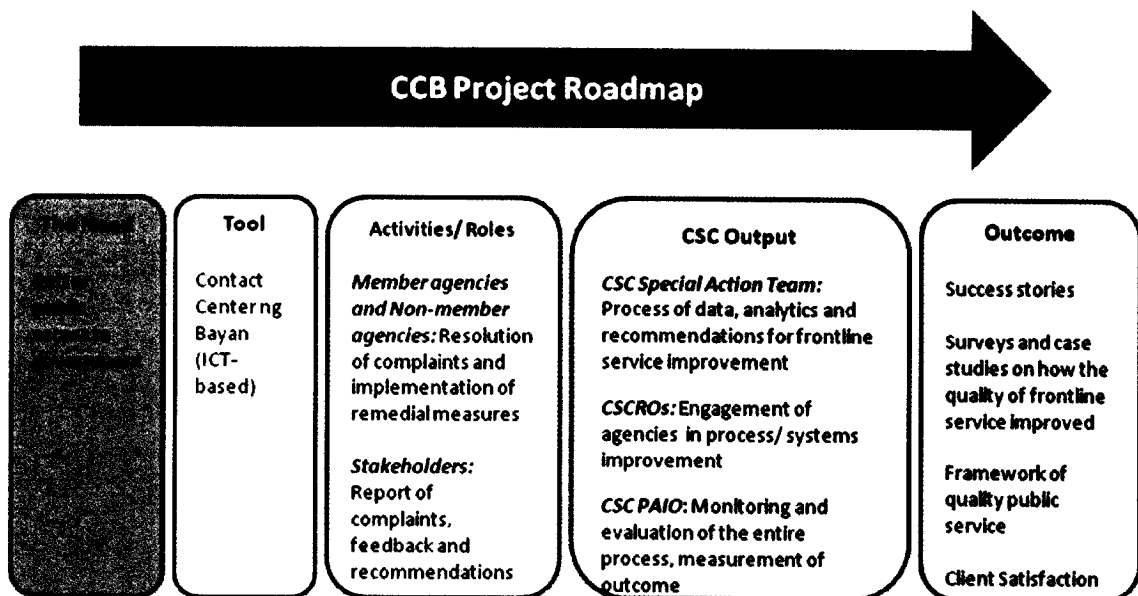
has also begun engagement of agencies with the most number of ARTA-related complaints to further improve frontline service delivery.

With the successful pilot-run of the CCB, the CSC now institutionalizes the **Contact Center ng Bayan (CCB)** as the **Public Feedback Mechanism** of the government anchored on the Anti-Red Tape Act of 2007, pursuant to CSC Resolution No. 1400995, promulgated on July 10, 2014 to enhance its procedures and encourage commitment and accountability of government agencies towards prompt resolution of the public's concerns on public service delivery. The CSC also aims to maximize the use of the CCB by expanding the number of participating agencies and forging partnerships with government offices which intend to use the CCB as feedback tool, all aiming for one goal – to provide excellent public service.

A. CCB's Goal

The CCB acts as a two-way platform. It encourages transparency and accountability in the day-to-day operations of government offices providing frontline services by empowering individual citizens to effectively participate in and contribute to good governance practices.

The long-term goal of the CCB project is to become an effective platform for process and systems improvement in government frontline offices in order to achieve client satisfaction. Hereunder is the roadmap which shall serve as a guide in achieving the project's goal:



B. CCB Platforms

The Contact Center ng Bayan (CCB) provides easy access modes where citizens can request information and assistance on government frontline service procedures and report commendations, appreciations, complaints and feedback. The CCB provides the following platforms:

Hotline: 1-6565 Accessible via PLDT and Smart landlines nationwide

SMS/Text Access: 0908-8816565

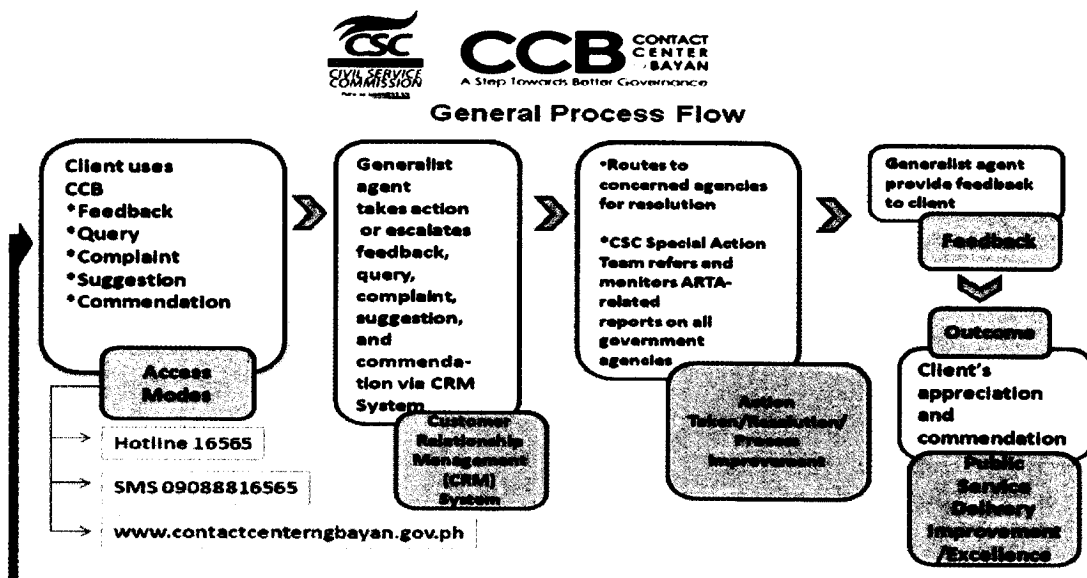
Email Portal via www.contactcenterngbayan.gov.ph

C. CCB Operating Hours

The CCB shall operate from Mondays to Fridays, except holidays and work suspensions, 8:00 am to 5:00 pm. Live agents respond to calls made through its hotline facility **16565** also during office hours. The SMS facility **0908-8816565** and email portal via www.contactcenterngbayan.gov.ph may be accessed 24/7, however, appropriate actions will be provided on the succeeding work day. Further, the SMS number takes on/receives text messages only.

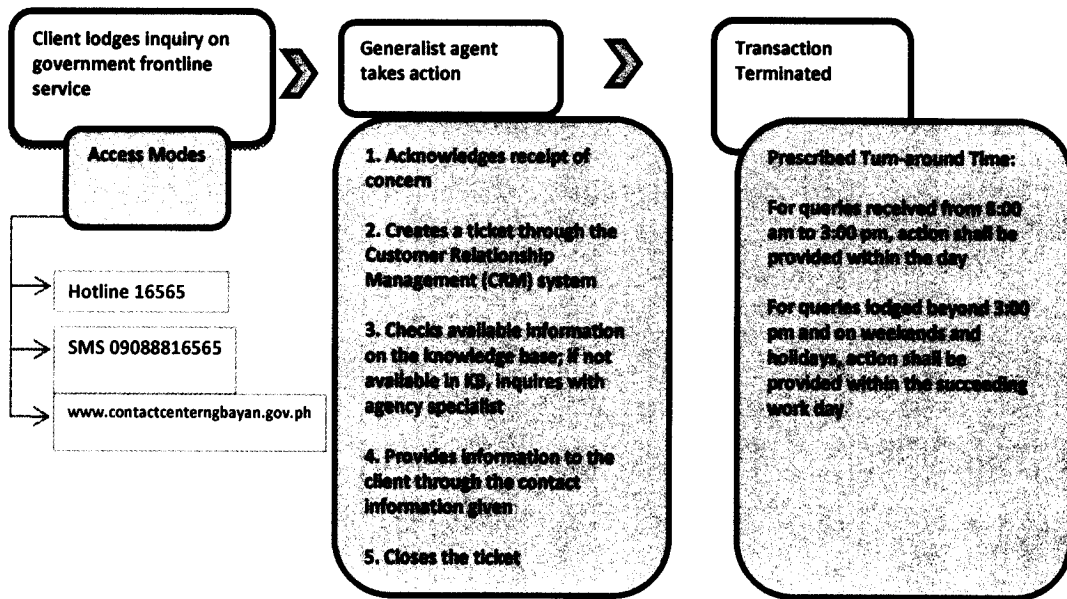
D. CCB Process Flow

The CCB shall take immediate action on clients' feedback and concerns lodged through the CCB access modes. The following is the general process flow of the CCB:

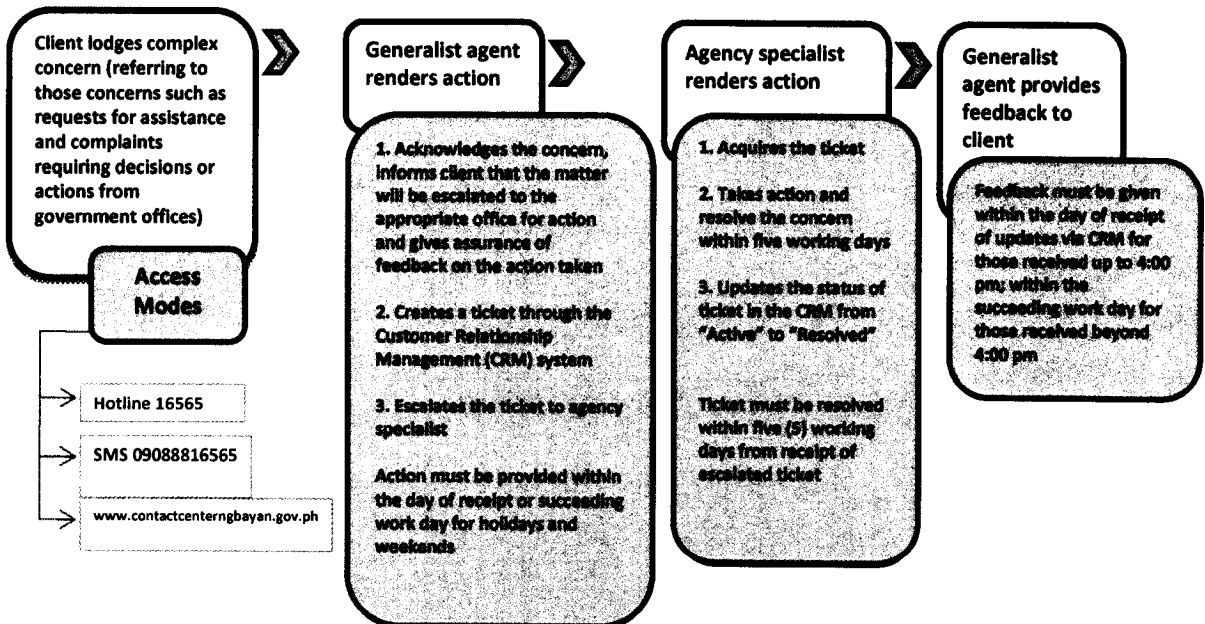


The internal procedures in handling the concerns lodged by the public through the CCB are as follows:

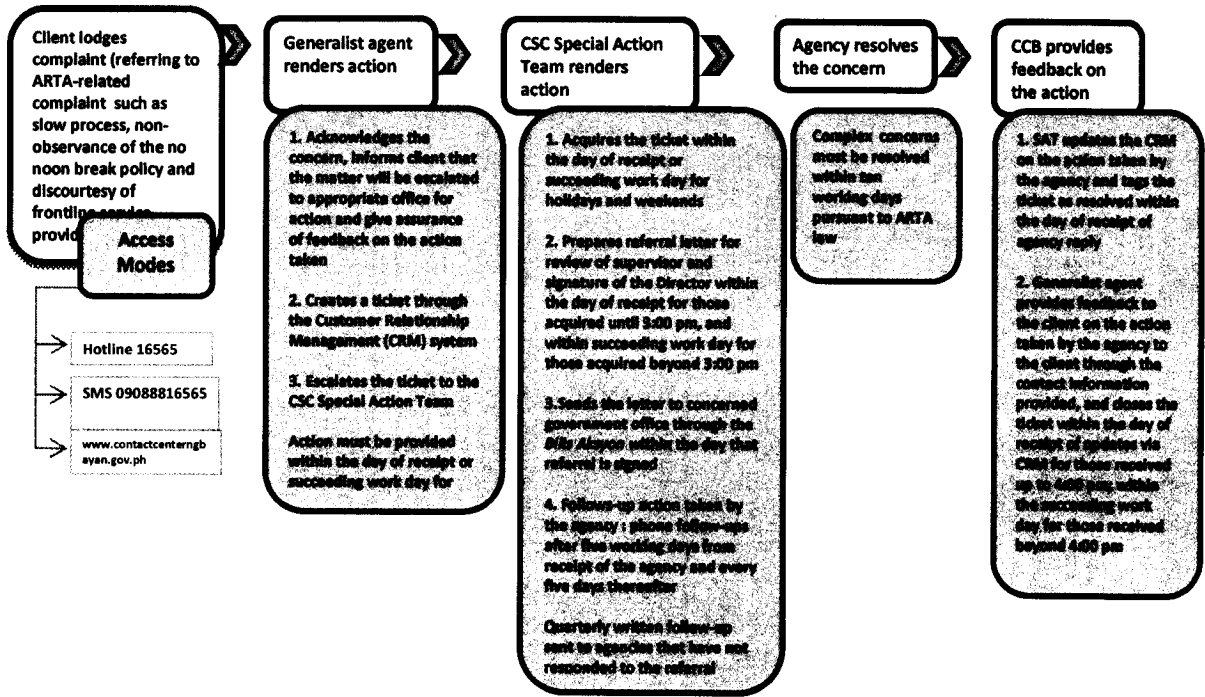
Process Flow for Simple Transactions (Turn-Around Time: Two (2) working days maximum)



Process Flow for Non-ARTA Concerns (Turn-Around Time: Nine (9) days maximum)



Process Flow for ARTA-related Complaints (Turn-around Time: 17 working days maximum)



Concerns on non-member agencies, whether ARTA-related or non-ARTA related, are escalated to the CSC Special Action Team (SAT) for further screening of valid complaints and preparation of referrals. For example, a request for provision of a basketball court or a report on an open-manhole are treated as feedback and are simply referred to a specific agency for information. Tickets are immediately closed with information to the clients that their reports are referred to the agency for information and appropriate action. However, ARTA-related complaints such as, but not limited to, *Discourtesy* and *Non-observance of the No Noon Break Policy* are referred and monitored by the SAT until final action is taken by the agency. The client is provided feedback on the corrective measures, assistance or process improvements undertaken by the agency.

In instances when the client is not satisfied with the decision of the agency, then he/she is advised to file a formal complaint following the procedures under the Revised Rules on Administrative Cases in the Civil Service (RRACCS). Pursuance of such action is the complainant's discretion.

E. CCB Project Management


The Public Assistance Center (PAC) under the CSC Public Assistance and Information Office (PAIO) is created, anchored on the ARTA provision that mandates all government offices or agencies to establish a public assistance/complaints desk. While each frontline service office of the Commission has a public assistance and complaints desk, the PAC serves as the central unit responsible for the management and operations of existing public feedback mechanisms of the Commission including the CCB project.

The PAC works closely with the ARTA Project Management Unit by providing information generated from the CCB which are essential in the validation of excellent ratings of prospective frontline service offices that may qualify for the Citizen Satisfaction Center - Seal of Excellence Award. Public feedback gathered through the CCB also forms part of the National Report of Findings or the consolidated results of the Report Card Survey given to government agencies. Data from the CCB shall further be used for policy directions and initiatives to be proposed in the annual implementation of the Commission's ARTA program.

The PAC shall publish and promote success stories and commendations for agencies' prompt action to clients' feedback through the CCB website, regular publications, media guestings and regular radio program. It shall also create a dashboard of tickets referred to agencies and their status, which will be published in the CCB website.

Heads of government agencies shall ensure prompt action on the public's concerns at all times. They shall designate a focal person or unit to address the needs of the public. They shall also ensure the posting of the CCB poster in all frontline service offices.

Failure on the part of the agency to timely respond to the public's concerns may be a ground for administrative sanctions under the ARTA of 2007 and/or the Republic Act No. 6713 or the Code of Conduct and Ethical Standards for Public Officials and Employees.


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Chairman