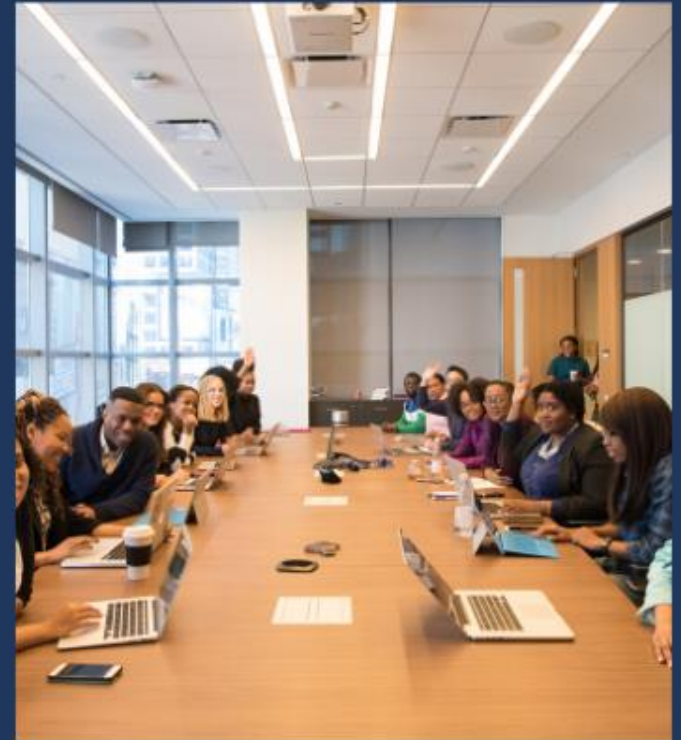


Frontline Service Delivery To

CITIZEN CENTERED SERVICE DELIVERY

NELSON G. SARMIENTO



2020 1st Quarterly Seminar & Meeting
Punta Villa Resort, Iloilo City
March 11-14, 2020

HOW WOULD YOU RATE FRONTLINE SERVICE DELIVERY OF GOVERNMENT OFFICES NOW?



SCALE: 1-10



2020 1st Quarterly Seminar & Meeting
Punta Villa Resort, Iloilo City
March 11-14, 2020

**HAS THE ARTA OF 2007
CREATED AN IMPROVEMENT
OF OUR FRONTLINE SERVICE
DELIVERY IN GOVERNMENT
OFFICES?**



YES or NO



How?

2020 1st Quarterly Seminar & Meeting
Punta Villa Resort, Iloilo City
March 11-14, 2020

**ARE YOU HAPPIER NOW
BEING IN THE
GOVERNMENT THAN
BEFORE?**



YES or NO



How?

2020 1st Quarterly Seminar & Meeting
Punta Villa Resort, Iloilo City
March 11-14, 2020

"We are no longer concerned solely with
frontline service delivery because of the
Ease of Doing Business and Efficient
Government Service Delivery
(EODB-EGSD)"





**FRONTLINE
SERVICE DELIVERY
TO TOTAL CITIZEN
CENTERED
PUBLIC SERVICE
DELIVERY**



The heart of governance should be citizen centered service. This is guaranteed by the fundamental law of the land, the 1987 Constitution particularly Section I Article XI which says:

“Public office is a public trust. Public officers and employees must at all times be accountable to the people, serve them with utmost responsibility, integrity, loyalty and efficiency, act with patriotism and justice and lead modest lives.”

To put more flesh into this constitutional mandate the following were enacted:

1

R.A. 6770

An Act Providing for the Functional and Structural Organization of the Office of the Ombudsman and for other Purposes.

2

R.A. 3019

Anti Graft and Corrupt Practices Act

3

R.A. 6713

Code of Conduct and Ethical Standards for Public Officials and Employees



REVISED PENAL CODE

- Chapter 3- Frauds and Illegal Exactions and Transactions
- Chapter 4- Malversation of Public Funds or Property
- Chapter 5- Infidelity of Public Officers
- Chapter 6- Other Offenses or Irregularities by Public Officers



REVISED PENAL CODE

- RA 7080- An Act Defining and Penalizing the Crime of Plunder
- PD 1606 as amended by RA7975 and RA 8249- An Act creating the Sandiganbayan
- RA 9485- The Anti Red Tape Act of 2007



Do Away with
Red Tape
(DART)



Mamamayan
Muna hindi
Mamaya
Na



Ang Magalang
Bow

CSC PROGRAMS

For Citizen Centered Service

PAST

2020 1st Quarterly Seminar & Meeting
Punta Villa Resort, Iloilo City
March 11-14, 2020

ARTA WATCH



CSC PROGRAMS

For Citizen Centered Service

PAST

2020 1st Quarterly Seminar & Meeting
Punta Villa Resort, Iloilo City
March 11-14, 2020

ARTA Report Card Survey

**The
ARTA
Report
Card**

REPORT CARD SURVEY						
AREAS		SCORE		TOTAL WEIGHTED POINTS	NUMERICAL RATING	DESCRIPTIVE RATING
		50 (80%)	75 (20%)			
COMPLIANCE WITH ARTA PROVISIONS		40.00	74.00	46.80 / 46.80	100.00	Passed
Citizen's Charter		15.00	27.00	17.40 / 17.40	100.00	Passed
Anti-Fiver Campaign		7.00	7.00	7.00 / 7.00	100.00	Passed
No Hidden Costs		8.00		6.40 / 6.40	100.00	Passed
PACD		4.00	15.00	6.20 / 6.20	100.00	Passed
No Lunch Break		4.00	15.00	6.20 / 6.20	100.00	Passed
ID Nameplates		2.00	16.00	3.20 / 3.20	100.00	Passed
OVERALL CLIENT SATISFACTION		40.00	26.00	53.20 / 53.20	100.00	Passed
Frontline Service Provider		16.00		12.80 / 12.80	100.00	Passed
Service Quality		14.00		11.20 / 11.20	100.00	Passed
Physician/Setup/Layout		5.00	12.00	6.40 / 6.40	100.00	Passed
Basic Facilities		5.00	14.00	6.80 / 6.80	100.00	Passed
Respondent-Client Satisfaction		20.00		16.00 / 16.00	100.00	Passed
Sub-Total		100.00	100.00			
Multiplied by		60%	20%			
Total		60.00	20.00			
FINAL NUMERICAL RATING		100.00				
FINAL DESCRIPTIVE RATING		EXCELLENT				
<small>Legend: Excellent: 90 - 100 without a 60 in reporting in any sub-area Outstanding: 80 - 100 with 60 in report rating in any of the sub-areas Good: 70 - 80.00 Acceptable: 50-70.00 Failed: 49.99 and below</small>						

CSC PROGRAMS

For Citizen Centered Service

PAST

2020 1st Quarterly Seminar & Meeting
 Punta Villa Resort, Iloilo City
 March 11-14, 2020

Pulse Asia Survey

PRESENT



CSC PROGRAMS

For Citizen Centered Service

2020 1st Quarterly Seminar & Meeting
Punta Villa Resort, Iloilo City
March 11-14, 2020

CONTACT CENTER NY BAYAN



PRESENT

CSC PROGRAMS

For Citizen Centered Service

2020 1st Quarterly Seminar & Meeting
Punta Villa Resort, Iloilo City
March 11-14, 2020

TEXT CSC

PRESENT



CSC PROGRAMS

For Citizen Centered Service

2020 1st Quarterly Seminar & Meeting
Punta Villa Resort, Iloilo City
March 11-14, 2020

REPUBLIC ACT NO. 11032

An Act Promoting Ease of Doing Business and Efficient Delivery of Government Service, Amending for the Purpose Republic Act No. 9485 Otherwise Known as the Anti-Red Tape Act of 2007, and for Other Purposes.



R.A. No. 11032 was signed by President Rodrigo Roa Duterte on 28 May 2018 at the Ceremonial Hall of Malacañang witnessed by main proponents in both Houses, Senator Miguel Zubiri and Iloilo 4th District Representative Ferjanel Biron.

01

COVERING NOT JUST FRONTLINE SERVICES

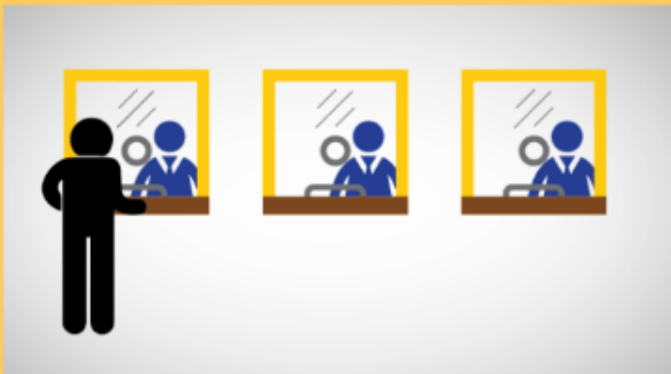
It applies to all government offices and agencies including local government units (LGUs), government-owned and/or controlled corporations (GOCCs) and other government instrumentalities, whether located in the Philippines or abroad, that provide services covering business and non-business related transactions as defined in the Act.



02

REENGINEERING OF SYSTEMS AND PROCEDURES NOT JUST FRONTLINE SERVICES

Government offices are required to revisit their Citizen's Charter to review their processes.



02

REENGINEERING OF SYSTEMS AND PROCEDURES NOT JUST FRONTLINE SERVICES

Compliance Cost Analysis is the analysis of the costs that are incurred by businesses or other parties at whom regulation may be targeted in undertaking actions necessary to comply with the regulatory requirements as well as the costs to government of regulatory administration and enforcement.



02

REENGINEERING OF SYSTEMS AND PROCEDURES NOT JUST FRONTLINE SERVICES

Time and motion study is a tool to track the progress of customer interface, processing, queuing and waiting times, and linked processes that are within and beyond the control of the service office.

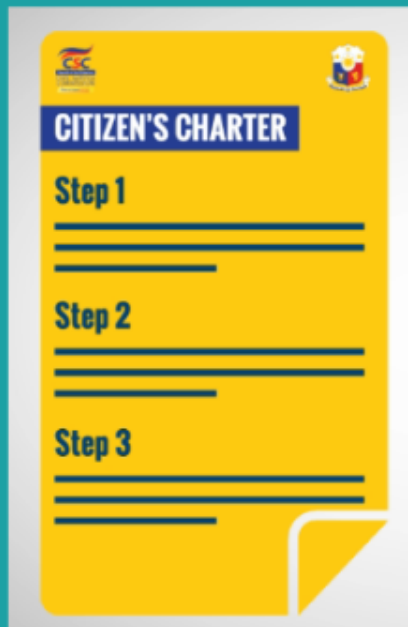
It is an essential step in the process mapping of services for the formulation and/or updating of the Citizen's Charter.



03

UPDATING THE CITIZEN'S CHARTER

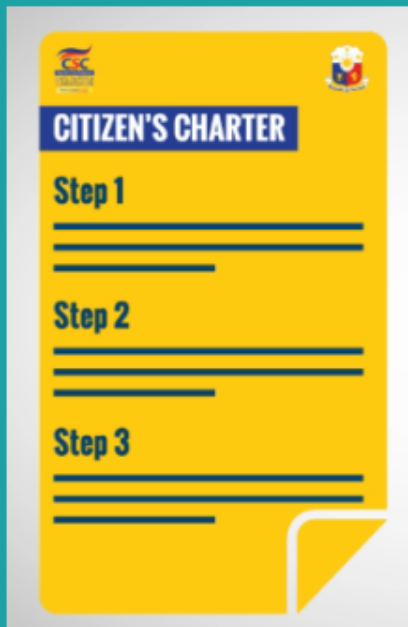
Government offices are required to revisit their Citizen's Charter to review their processes.



03

UPDATING THE CITIZEN'S CHARTER

Citizen's Charter shall be in the form of information billboards which shall be posted at the main entrance of the offices or at the most conspicuous place, in the agency's websites and in the form of published materials written either in English, Filipino or in the local dialect.

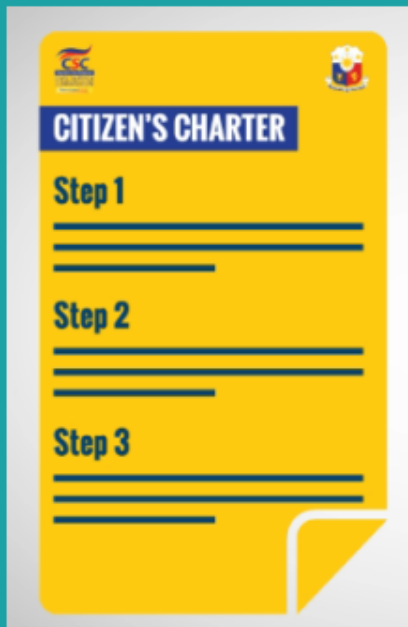


03

UPDATING THE CITIZEN'S CHARTER

Citizen's Charter shall include:

- A comprehensive and uniform checklist of requirements for each type of application or request;
- The procedure to obtain a particular service;
- The person/s responsible for each step;
- The maximum time to conclude the process;

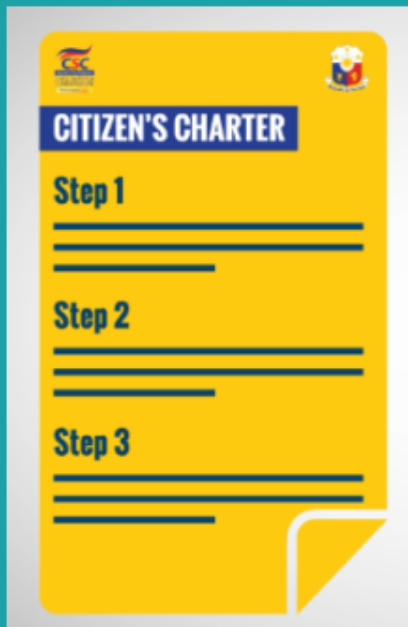


03

UPDATING THE CITIZEN'S CHARTER

Citizen's Charter shall include:

- The document/s to be presented by the applicant or requesting part, if necessary;
- The amount of fees, if necessary; and
- The procedure for filing of complaints.



04

ADOPTING ZERO CONTACT

Except during preliminary assessment of the request and evaluation of the sufficiency of submitted requirements, no government officer or employee shall have any contact in any manner with an applicant or customer after the preliminary assessment of the request.



05

OBSERVING 3-7-20 DAY PROCESSING TIME

3 DAYS

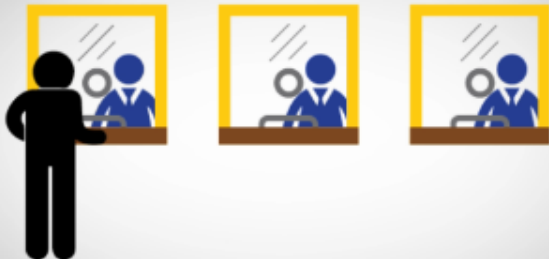
**SIMPLE
TRANSACTION**

7 DAYS

**COMPLEX
TRANSACTION**

20 DAYS

**HIGHLY
TECHNICAL
TRANSACTION**



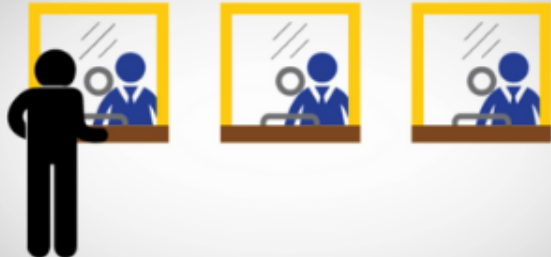
05

OBSERVING 3-7-20 DAY PROCESSING TIME

3 DAYS

**SIMPLE
TRANSACTION**

Application or requests submitted by applicants or requesting parties of a government office or agency which only require ministerial actions on the part of the public officer or employee, or that which present only inconsequential issues for the resolution by an officer/employee of said government office.



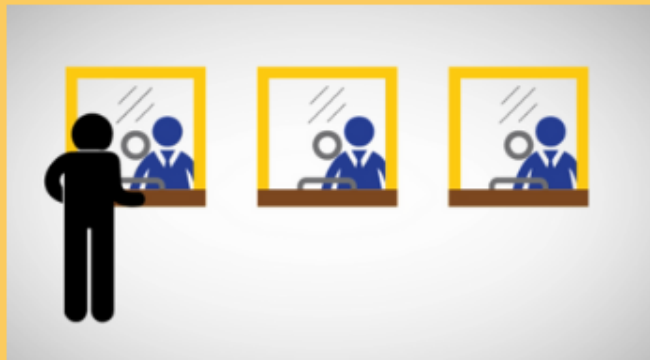
05

OBSERVING 3-7-20 DAY PROCESSING TIME

7 DAYS

**COMPLEX
TRANSACTION**

Application or requests submitted by applicants or requesting parties of a government office which necessitate evaluation in the resolution of complicated issues by an officer or employee of said government office, such transactions to be determined by the office concerned.



05

OBSERVING 3-7-20 DAY PROCESSING TIME

20 DAYS

**HIGHLY
TECHNICAL
TRANSACTION**

An application which requires the use of technical knowledge, specialized skills and/or training in the processing and/or evaluation.



“Government agencies need to do cost compliance analysis, time and motion studies, re-engineering of government systems to comply with the 3-7-20 days processing time under Republic Act No. 11032.”

- CSC Chairperson Alicia dela Rosa-Bala



06

GRANTING AUTOMATIC EXTENSION OF LICENSE, PERMIT, CERTIFICATION AND AUTHORIZATION

An application or request shall be automatically extended if a government office or agency fails to act on it, until such time a decision or resolution is rendered.



07

ANTI-RED TAPE UNIT IN THE CSC

The Civil Service Commission shall maintain an Anti-Red Tape Unit in its central and regional offices tasked to:

- Utilize Report Card Survey findings for
- purposive and integrated government-
- wide human resource systems:
- Develop programs toward efficient
- delivery of government service; and
- Receive, review, head and decide on
- complaints on erring government
- employees and officials and non-
- compliance with the provisions of the
- Act.



08

ESTABLISHING THE ANTI-RED TAPE AUTHORITY

The Anti-Red Tape Authority shall be organized within six (6) months after the effectivity of the Act.

The Authority shall be attached to the Office of the President.



08

ESTABLISHING THE ANTI-RED TAPE AUTHORITY

The **Anti-Red Tape Authority** shall among others:

- Implement and oversee national policy on anti-red tape and ease of doing business and implement reforms to improve competitiveness ranking;
- Monitor compliance of agencies and issue notices to erring and non-complying government employees and officials;



08

ESTABLISHING THE ANTI-RED TAPE AUTHORITY

The **Anti-Red Tape Authority** shall among others:

- Initiate investigation, motu proprio, or upon receipt of a complaint, or file cases for violations;
- Review proposed major regulations of government agencies, using submitted regulatory impact assessments.



08

ESTABLISHING THE ANTI-RED TAPE AUTHORITY

The **Anti-Red Tape Authority** shall be headed by a **Director General** to be appointed by the President of the Philippines upon the effectivity of the law. Such appointment shall be coterminus with the tenure of the President of the Philippines.

The Director General shall be assisted by three (3) Deputy Directors General each for legal, operations and administration and finance.



08

ESTABLISHING THE ANTI-RED TAPE AUTHORITY

The **Ease of Doing Business and Anti-Red Tape Advisory Council** shall be the policy and advisory body of the Authority.

The Council shall formulate policies, and programs that will continuously enhance, and improve the country's competitiveness and ease of doing business.



08

ESTABLISHING THE ANTI-RED TAPE AUTHORITY

The Ease of Doing Business and Anti-Red Tape Advisory Council shall be composed of the following:

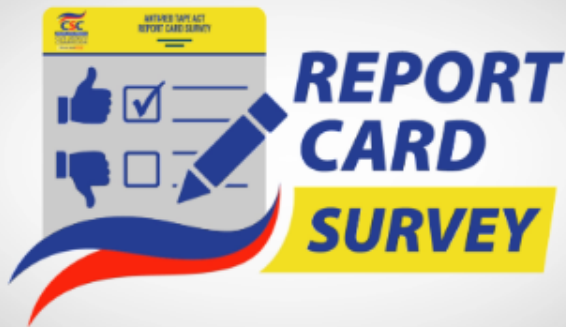
- DTI Secretary as the Chairperson
- Director General of the Authority as the Vice-Chairperson
- DICT Secretary
- DILG Secretary
- DOF Secretary
- Two (2) Representatives from the Private Sector.



09

COLLABORATING FOR THE REPORT CARD SURVEY

The Report Card Survey (RCS) will be initiated by the Anti-Red Tape Authority, in coordination with the Civil Service Commission (CSC), and the Philippine Statistics Authority (PSA).



10

ADMINISTRATIVE JURISDICTION AND PENALTIES

The administrative jurisdiction on any violation of the provisions shall be vested either in the CSC, or the Office of the Ombudsman.

2 STRIKE POLICY

FIRST OFFENSE: Administrative liability with six (6) months suspension. Except for fixing and collusion with fixers where the Revised Penal Code shall apply.

SECOND OFFENSE: Administrative and criminal liability: dismissal from service, perpetual disqualification from holding public office, forfeiture of retirement benefits, imprisonment of one (1) year to six (6) years with fine of not less than Php 500K but not more than Php 2M.



10

ADMINISTRATIVE JURISDICTION AND PENALTIES

Any person who performs or cause the performance of the following acts shall be liable:

- Refusal to accept application or request with complete requirements being submitted by an applicant or requesting party without due cause;
- Imposition of additional requirements other than those listed in the Citizen's Charter



10

ADMINISTRATIVE JURISDICTION AND PENALTIES

Any person who performs or cause the performance of the following acts shall be liable:

- Imposition of additional costs not reflected in the Citizen's Charter;
- Failure to give the applicant or requesting party a written notice on the disapproval of an application or request;



10

ADMINISTRATIVE JURISDICTION AND PENALTIES

Any person who performs or cause the performance of the following acts shall be liable:

- Failure to render government services within the prescribed processing time on any application or request without due cause;
- Failure to attend to applicants or requesting parties who are within the premises of the office or agency concerned prior to the end of official working hours and during lunch break;



10

ADMINISTRATIVE JURISDICTION AND PENALTIES

Any person who performs or cause the performance of the following acts shall be liable:

- Failure or refusal to issue official receipts; and
- Fixing and/or collusion with fixers in consideration of economic and/or other gain or advantage.



11

DISSEMINATING INFORMATION

The ARTA Authority in coordination with the CSC and the Ease of Doing Business and Anti-Red Tape Advisory Council, shall conduct an information dissemination campaign in all LGUs and NGAs to inform them of this Act amending Republic Act No. 9485 or the Anti-Red Tape Act of 2007.



12

CRAFTING THE IMPLEMENTING RULES AND REGULATIONS

The ARTA Authority with CSC and DTI, and in coordination with DICT, DoF, DILG, NEDA, PSA, CDA, SEC, Ombudsman and the Union of Local Authorities of the Philippines shall promulgate the IRRR within ninety (90) working days from the effectivity of this Act.



**SOME
THINGS
NEVER
CHANGE**

LIMITATION OF SIGNATURES

The number of signatures in any document shall be limited to a maximum of three (3) signatures which shall represent officers directly supervising the office or agency concerned.

Provided, That in case the authorized signatory is on official business or official leave, an alternate shall be designated as signatory.

Electronic signatures or pre-signed license, clearance, permit, certification or authorization with adequate security and control mechanism maybe used.



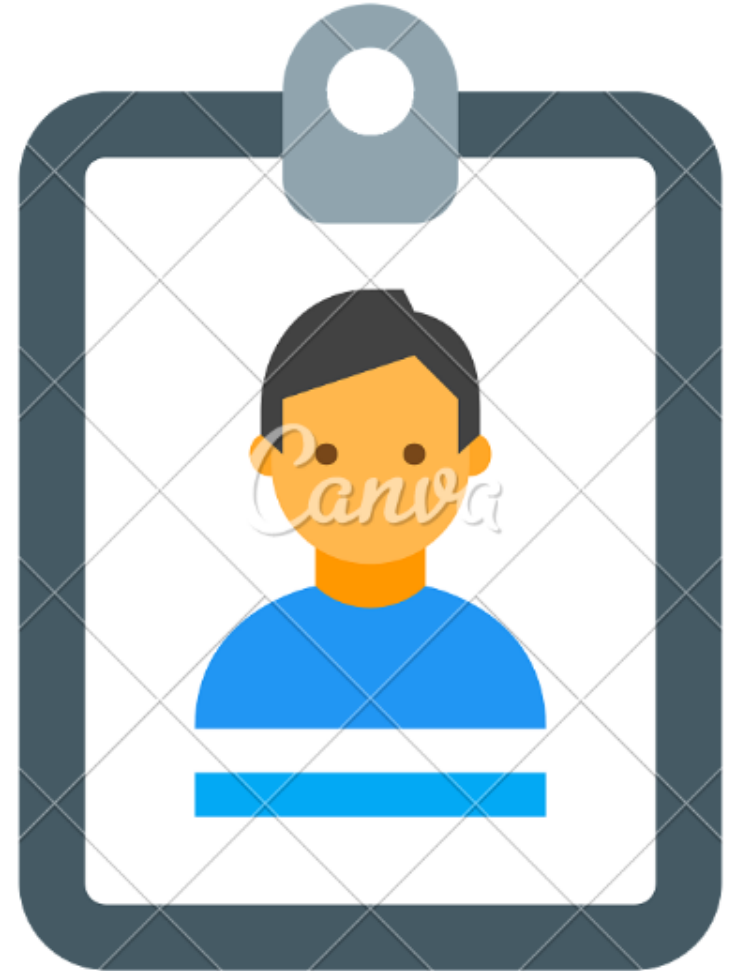
WORKING SCHEDULE

Heads of offices and agencies which render government services shall adopt appropriate working schedules to ensure that all applicants or requesting parties who are within their premises prior to the end of official working hours are attended to and served even during lunch break and after regular working hours.



IDENTIFICATION CARD

All employees transacting with the public shall be provided with an official identification card which shall be visibly worn during office hours.



PUBLIC ASSISTANCE/ COMPLAINTS DESK

Each office or agency shall establish a public assistance/complaints desk in all their offices.



SERVICE DELIVERY REVOLUTION





Improved outcomes of government service for everybody



Timely, response to public complaints/ problems e.g. CCB

CITIZEN CENTER SERVICE KEY INDICATORS



Faster and Lower
Cost of Public
Services



HAPPINESS OF
THE PEOPLE



Visible and
Effective Public
Service

WHY PUBLIC SERVICE EXCELLENCE?

WHY NOW?

WHY PUBLIC SERVICE?

**Higher
customer
expectations**

**Service
industry is
growing**

**Increase of
resources**

**Excellent
business
means repeat
business**

WHY PUBLIC SERVICE?

**Change in
management
values**

**The values of
people in
government
have
changed**

**Excellent
service is
profitable**

CHARACTERISTICS OF EXCELLENT SERVICE



Knowledgeable staff



We get what we need



Feel good about office atmosphere



Leave the office with a smile



Complete signages/
directional signs



Shortened processes

“

Complete
the
statement

**The CUSTOMER
is ALWAYS.....**

“

Question:

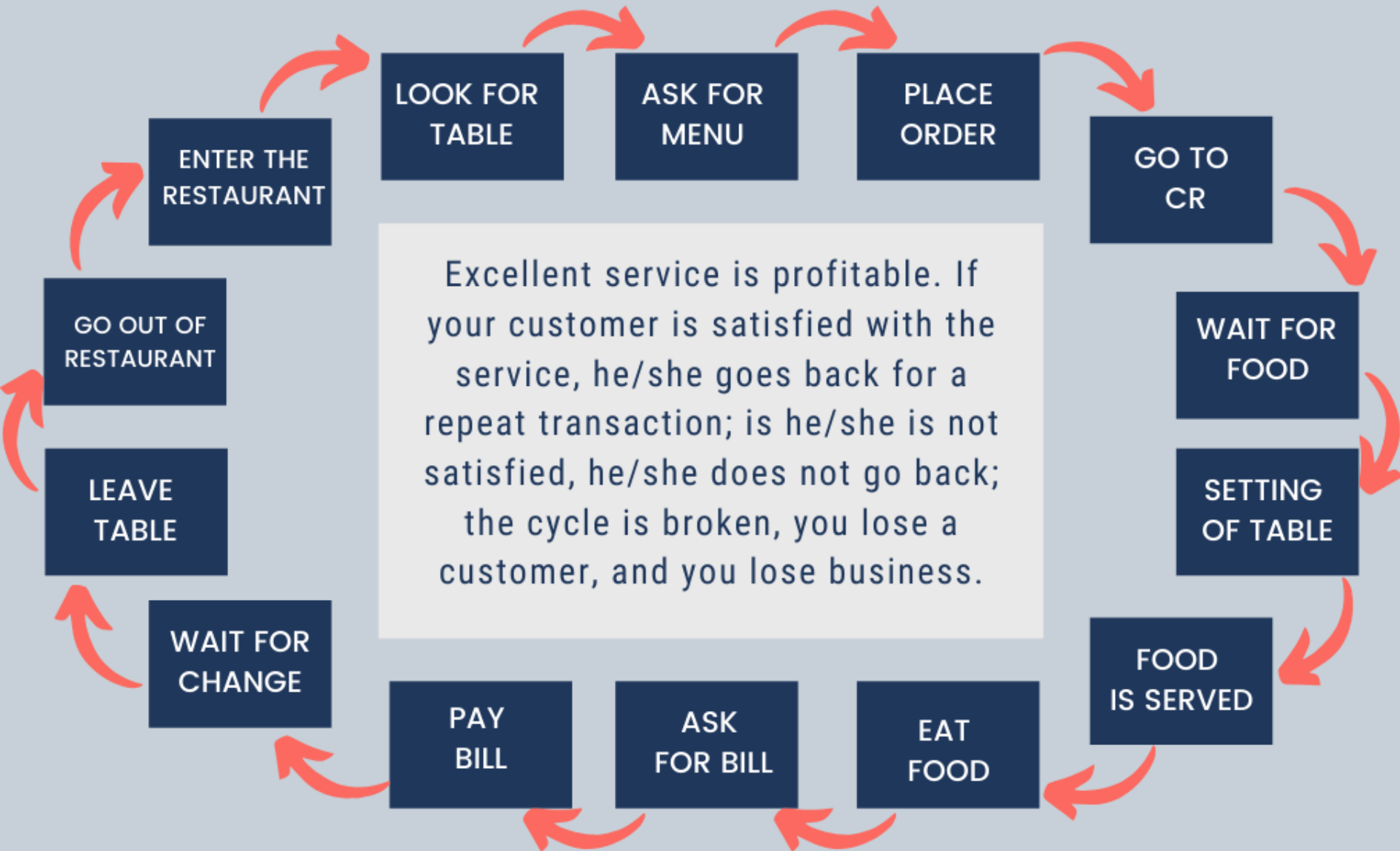
Why is it important to develop a customer-oriented service culture?

CYCLE OF SERVICE

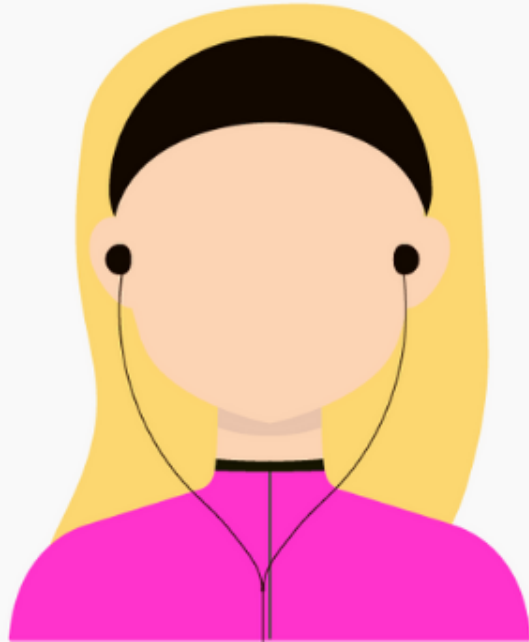
The cycle of service is a way of looking at a customer's total service experience, step-by-step. The cycle begins with the customer's very first point of contact with the organization. It ends when the customer considers the service complete.

CYCLE OF SERVICE

Eating in a Restaurant



CREATING
A SERVICE EXCELLENCE
ENVIRONMENT
THROUGH
CUSTOMER FEEDBACK



2020 1st Quarterly Seminar & Meeting
Punta Villa Resort, Iloilo City
March 11-14, 2020

WAYS TO IMPROVE THE SERVICE

- Analyze key customer contact points (KMOT)
- Look for ways to streamline and simplify
- Inform and educate your customers
- Review processes, practices, procedures and policies regarding your work



WAYS TO IMPROVE THE SERVICE

- Ask your customers for input
- Ask fellow employees in the unit
- Examine your service delivery cycles
- Continuously educate management and staff



KEEPING YOUR CUSTOMER SATISFIED

- **Availability** - - you respond when they need you
- **Understanding Needs** - - you know your customer's business
- **Cooperativeness** - - you do what's necessary and beyond
- **Helpfulness** - - you take those extra steps to keep the customer happy

KEEPING YOUR CUSTOMER SATISFIED

- **Timeliness** - - you deliver at the time when service is needed
- **Professionalism** - - you behave and act in an ethical manner
- **Follow-up** - - you keep the customer advised
- **Problem-Solver** - - you identify potential problem areas, solve them and handle change
- **Quality** - - you deliver what the customer expects

CUSTOMER PERCEPTION

VS.

CUSTOMER SATISFACTION



CUSTOMER PERCEPTION

Service quality is largely determined by customer perceptions – their beliefs about what they're **GETTING** to what they **EXPECTED**.

Perceptions are highly subjective. perceptions may not be logical, accurate, or fair, but they're real and powerful.



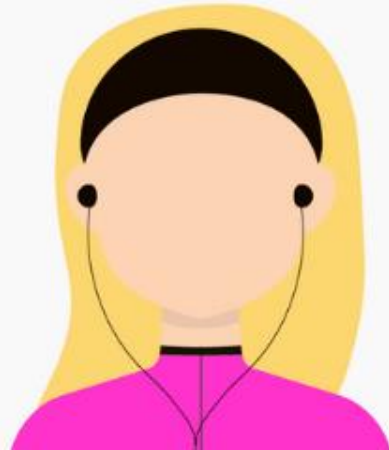
CUSTOMER SATISFACTION

To produce customer satisfaction:

- Make the customer feel important
- Listen & respond to customer's feelings
- Ask for and offer suggestions
- Acknowledge customers
- Clarify details about each specific situation
- Meet (or exceed) customer's needs
- Make sure the customer is happy with what she/he gets
- Appear trained and prepared
- Follow-through



UNDERSTANDING OURSELVES & THE CUSTOMER



2020 1st Quarterly Seminar & Meeting
Punta Villa Resort, Iloilo City
March 11-14, 2020

TRANSACTIONAL ANALYSIS IN THE WORKPLACE

1. PARENT

CRITICAL PARENT

- Judgmental
- Condescending
- I know best
- Always, should, never
- Cant' please
- Feel like and "pointing finger"

NURTURING PARENT

- Protective
- I'll take care of it
- Let's not argue
- Arm around
- "Mom" /"dad"



TRANSACTIONAL ANALYSIS IN THE WORKPLACE

2. ADULT

- unemotional/factual
- what/who/when/how
- give and ask for ideas and opinions
- problem-solving

TRANSACTIONAL ANALYSIS IN THE WORKPLACE

3. CHILD

- free expression
- spontaneous
- gut level emotion
- manipulative
- self-absorbed
- know-it-all



Our customers have a perception of the service attitude they are receiving which is often based on the tone of our voice



CUSTOMER PERCEPTION

ATTITUDE:

***THE KEY FACTOR
TO SERVICE
EXCELLENCE***

Attitude is your
mental position
with regard to
facts – or more
simply, the way
you view
things



SKILLS IN BUILDING CUSTOMER SATISFACTION



Fundamental Skills in Customer Interaction

ACKNOWLEDGE

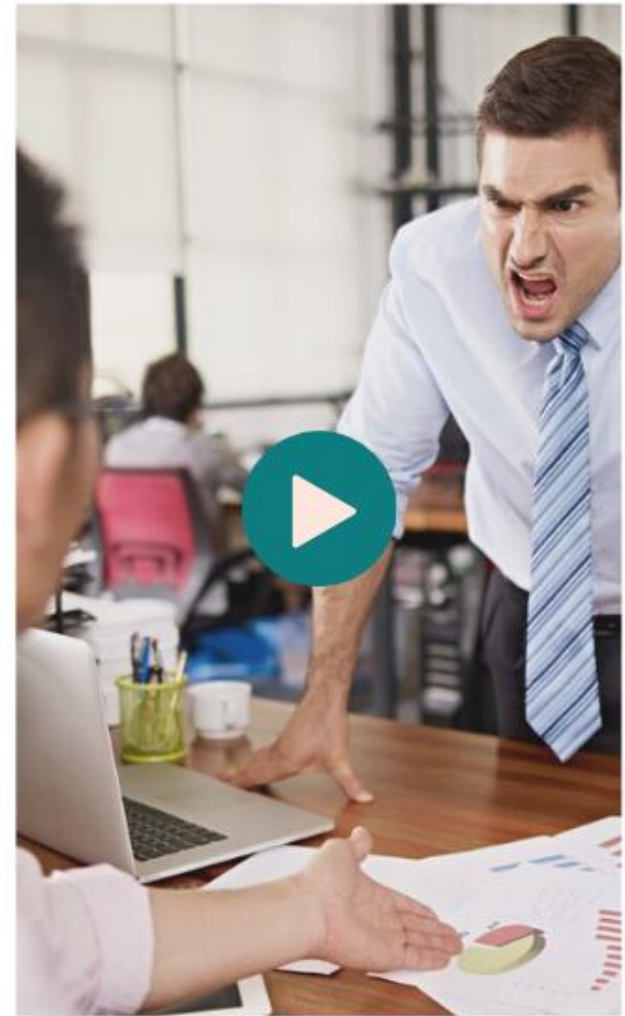
- Good eye contact
- Nodding
- Non-verbals: body and voice
- Sub-verbals
- Focused attention

LISTEN

- Paraphrasing
- Ask questions for clarification
- Reflecting on feelings
- Summarizing

Dealing with complaints

One of the assumptions, especially if you work in a public agency, is that you will be the recipient of complaints.



Techniques in Dealing with Complaints



Allow the customer to vent, let off steam, if appropriate or necessary.



Apologize in order to show your sincere concern.



Educate the customer on how best to access the service or use the system.

Techniques in Dealing with Complaints



Ask open questions to determine the source of the problem by asking “How can I help?”



Openly explain what action you will take to help resolve the problem.



Thank the customer for bringing the issue to your attention.

Techniques in Dealing with Complaints



Under
promise, but
sometimes
over deliver.



Write
complaints
down.



“Escalate
concern” to
emphasize.

Saying “NO” Without Antagonizing



A vital skills,
especially in
government service, is
the ability to say “NO”
or to deny unfulfillable
requests of customers
without causing
hospitality.

Techniques in saying "NO"

Use a warm and cooperative voice to reduce irritation and put them at ease.

Explain why, to reduce tension.

Eliminate the jargon and double talk to establish rapport.

Techniques in saying "NO"

Say "NO" in a courteous way by using "You can..." rather than telling them what they can't do.

Restate policy or procedures in a friendly tone.

Give the benefit to the customer first, expressing how your message will benefit our customer.

Techniques in saying "NO"

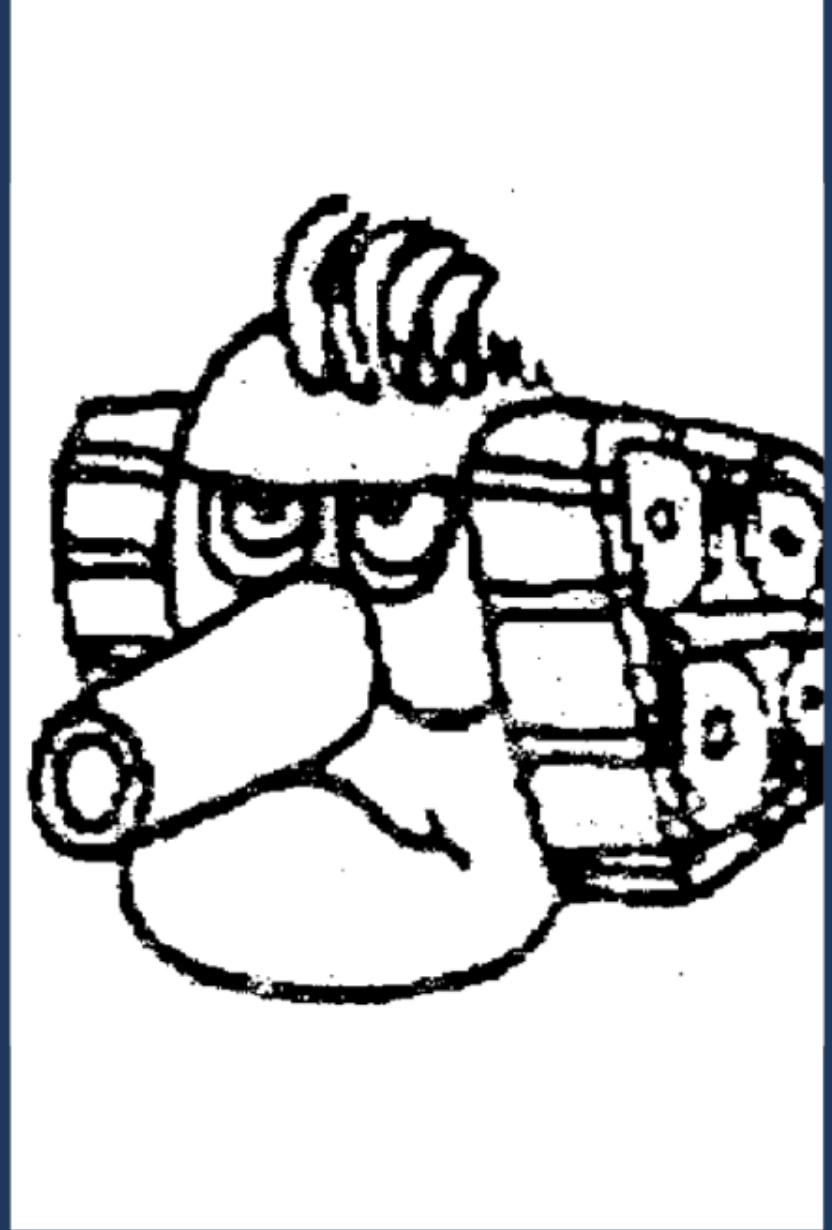
Suggest
alternatives.
Be a problem-
solver for the
customer.

Handling Difficult Customers

There are twelve characters that
represents difficult customers.

- **SHERMAN
TANKS**

- Bully their way around others to get what they want
- Hardy and battle-scarred bunch who get to use to getting others by intimidation



- **SNIPERS**

- Picking others behind their backs
- Like to complain but can not do it up front



• EXPLODERS

- Short-tempered characters who blows at the slightest provocation
- Little inconvenience become major problems



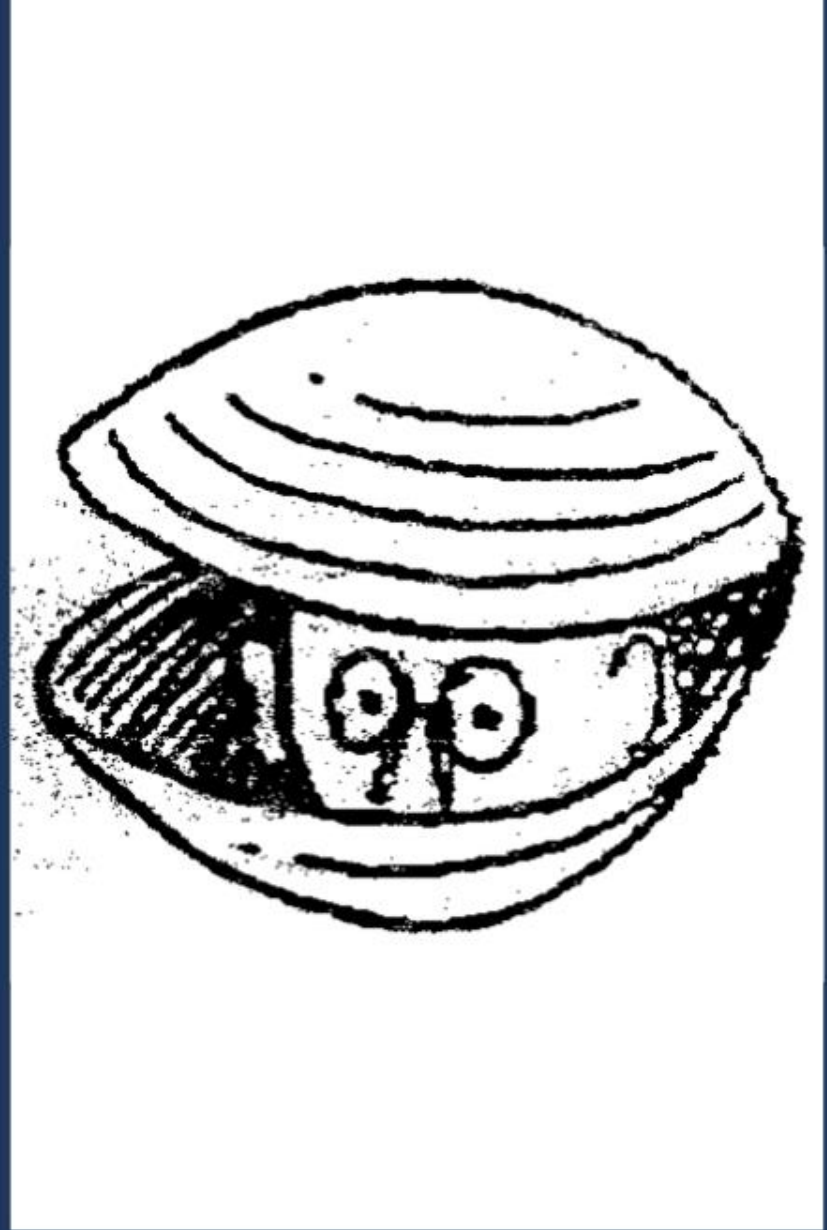
• COMPLAINERS

- Frets about anything and noisy to anybody
- Always comment that no one will ever be good enough



- **CLAMS**

- Quiet type who never says anything up front
- Never complains, but irritation is manifested in other non-verbal ways



- **SUPER-
AGREEABLES**

- Pack of happy people who agree with you
- They agree even with conflicting views



• NEGATIVISTS

- Always see things to turn out for the worse, never for the better



• BULLDOZERS

- Like sherman tanks but more vociferous and noisy
- Bully people through verbal assault



• **BALLOONS**

- The airy type
- Often talk a lot of things, high-flying, full of air but insubstantial



• PROCRASTINATORS

- These people never get things done on time
- They belong to the “there is always tomorrow” club



- **SELECTIVE LISTENER**

- What these people say will reveal what they wanted to hear
- They only retain what they want
- Oftentimes subjective and sometimes take you out of context



- **TRIVIAL PURSUITERS**

- These are people who are always looking for the slightest mistake
- They never rest at looking for something to complain



Daily Prayer for Excellence in Customer Service

Lord, help me make this day a good one by giving me the wisdom to treat myself and others with care and respect; Help me to understand our customers' point of view, and allow me to work with them so that I can help in solving their problems: Remind me never to say "that's not my job, I just work here" or any other phrase that indicates lack of concern for our customer: Allow me to remember to use my skills in diffusing anger and in managing myself in a mature, professional way in the face of pressure and stress: Help me to view our customers' as "shareholders" who have invested their tax pesos into my job so that I may provide them with a "return on investment" by treating them with respect; and Lord give me the wisdom to protect myself against abusive behavior: enlighten the mind of my boss, so that will support me with praise, coaching and recognition of my skills. Amen

THANK YOU