



MC No. 15, s. 2012

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 CHARTER; AND STATE UNIVERSITIES AND COLLEGES

SUBJECT : Lodging of ARTA-Related Complaints through the Contact Center ng Bayan 1-6565

The Civil Service Commission (CSC) announces the establishment of the Contact Center ng Bayan 1-6565. It is conceived as the government's main helpdesk and will serve as an avenue for the public to air concerns on the quality of government frontline service delivery as provided for under Republic Act No. 9485 or Anti-Red Tape Act (ARTA) of 2007. For its initial implementation, six (6) agencies, namely, the CSC, the National Computer Center, the Bureau of Internal Revenue, the Philippine Health Insurance Corporation, the Department of Health (for non-emergency concerns), and the Department of Trade and Industry, have electronically interconnected their call centers to provide information on services and policies specific to the said agencies.

However, ARTA-related complaints received from the public are directly handled by a Special Action Team (SAT) composed of CSC specialists. The SAT immediately refers the complaint to the concerned agency, monitors its resolution and provides feedback to the client. Reports generated through the customer relationship management (CRM) system are used for frontline service review and institution of corrective measures to improve frontline services.

The Contact Center ng Bayan 1-6565 is accessible through PLDT, SMART and Digital landlines nationwide, Mondays to Fridays, from 8:00am to 5:00pm. Each call to 1-6565 is charged P5.00 plus VAT. The CCB also provides static information about the six (6) participating agencies through the www.contactcenterngbayan.gov.ph.

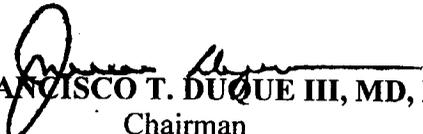
In a Race to Serve: Responsive, Accessible, Courteous and Effective Public Service

Heads of departments, agencies and offices are enjoined to support the Contact Center ng Bayan and other ARTA-related initiatives of the Commission through the following measures:

1. Posting of CCB tarpaulin signage in a conspicuous place in the office (Size: 2 feet x 3 feet, see prescribed design);
2. Continuous education of employees on the provisions of the ARTA, specifically those assigned in frontline offices;
3. Posting of Citizen's Charter in conspicuous places for easy access to information on the frontline services offered, step-by-step procedures (including allotted time for each step), employee responsible for each step, amount of fees, document to be presented, procedure for filing complaints and feedback mechanisms;
4. Ensure immediate resolution of ARTA-related complaints referred by the SAT and those lodged directly with the agency's Public Assistance and Complaints Desk; and
5. Establish remedial measures to eradicate persistent problems on frontline service delivery, if necessary.

Attached is a copy of the Contact Center ng Bayan primer for more information.

Please be guided accordingly.

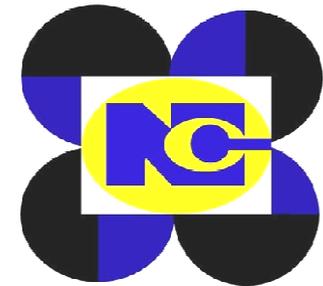

FRANCISCO T. DUQUE III, MD, MSc.
Chairman

OCT 01 2012

Primer

September 27, 2012 Launch of the
CONTACT CENTER NG BAYAN

A Step Towards Better Governance



Public Assistance and Information Office
Civil Service Commission
Constitution Hill, Diliman, Quezon City
931-7993, 932-0381
www.contactcenterngbayan.gov.ph
www.csc.gov.ph

Contact Center ng Bayan Steering Committee

Members and Alternates

Hon. Francisco T. Duque III, CSC	Chairman
Hon. Louis Napoleon C. Casambre, ICTO	Member
Hon. Gregory L. Domingo, DTI	Member
Hon. Enrique T. Ona, DOH	Member
Hon. Kim S. Jacinto-Henares, BIR	Member
Hon. Eduardo P. Banzon, PHIC	Member
USec. Zenaida Cuison-Maglaya, DTI	Alternate
Dep. Comm. Ms. Lilia C. Guillermo, BIR	Alternate
Dep. Comm. Celia C. King, BIR	Alternate
OIC Denis F. Villorente, NCC	Alternate
Director Juli Ana E. Sudario, NCC	Alternate
Director Maria Luisa Salonga-Agamata, CSC	Alternate
Director Crispinita A. Valdez, DOH	Alternate
Ms. Corazon DC Jaime, PHIC	Alternate

Project Management Team

Director Raul N. Nilo, NCC	Project Director
Director Maria Luisa Salonga-Agamata, CSC	Project Manager

Members:

National Computer Center

Ma. Delilah S. Ayo

Department of Trade and Industry

Ms. Anne L. Sevilla

Department of Health

Ms. Crispinita A. Valdez

Ms. Charity L. Tan

Bureau of Internal Revenue

Atty. Agnes B. Santos

Mr. Joey C. Afable

Philhealth

Ms. Corazon DC Jaime

Civil Service Commission

Mr. Rolando B. Diaz

Secretariat:

Ms. Elizabeth J. Corral, NCC

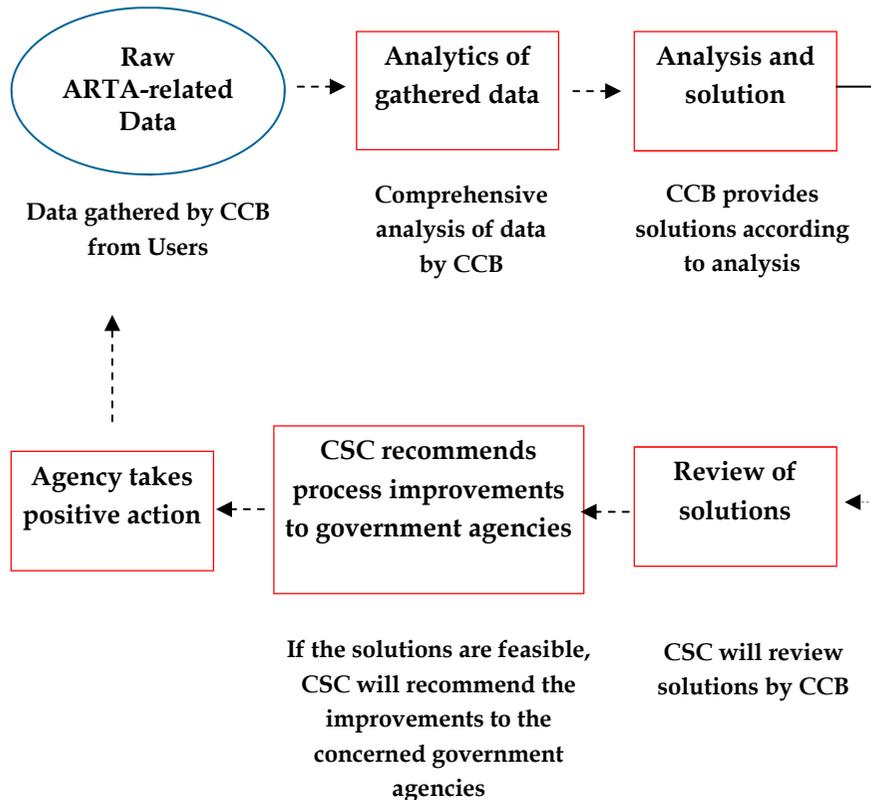
Ms. Marilyn L. Antonio, NCC

Ms. Marina N. Javier, NCC

Ms. Fiaberna U. Salumbides, CSC

DIAGRAM OF CSC INSIGHTING

What the CCB does with ARTA-related data



CONTACT CENTER NG BAYAN: A Step Towards Better Governance

Vision: To be the citizen's primary link to government services by 2016

Mission: To provide easy access to government through a state-of-the-art citizen's helpline

Objective: The Contact Center ng Bayan (CCB) is conceived to be the Philippine Government's main helpdesk where citizens, civil society organizations and other entities can voice their complaints and concerns with government agencies and gain access to information.

- **Primary Objective.** Provide an avenue for the public to air out concerns relative to the quality of government frontline service delivery as provided for under Republic Act No. 9485 or Anti-Red Tape Act of 2007 for resolution, insighting and process improvement.
- **Secondary Objective.** Provide information about government agency policies and procedures specifically focused on the CSC, NCC, BIR, PHIC, DOH and DTI, which are part of the CCB.

The CCB will serve as the direct channel for the public to express their complaints, feedback and recommendations. The service provider will process all information gathered and produce analytics to aid the Civil Service Commission in assisting various government agencies in improving their systems and procedures.

Description:

The CCB is initially a voice-based contact service that will operate Monday to Friday from 8:00am to 5:00pm. Additional contact channels, such as email and SMS Text, will be implemented within three months from launch of the voice channel. After identifying common concern types and patterns, the CCB will produce customized forms and templates to make it easy and convenient for the public to air their complaints via web or text.

The CCB will have the following components:

1. **Hotline Number.** The CCB will have a special 1-6565 hotline number accessible thru PLDT, SMART and Digitel Landlines nationwide. Callers will be charged P5.00 plus VAT per call.
2. **CCB Website.** The CCB website www.contactcenterngbayan.gov.ph will support the main operations of the CCB by providing static information about the CCB member government agencies. The information will be updated on a regular basis to ensure that information is always current.
3. **Interactive Voice Response System.** Callers will have access to recorded information-on-demand from participating government agencies. The system will have a transfer feature that can route calls to a live agent, if necessary.
4. **Contact Center Agents.** The CCB will be manned by Contact Center Agents. These agents will accept complaint calls from the public. These agents will also have call transfer capability that will allow calls to be routed to specialist agents at the CSC, NCC, BIR, PHIC, DOH and DTI.
5. **Customer Relationship Management (CRM) System.** Contact Center Agents will utilize a CRM system to log all call concerns most especially for ARTA-related complaints. These concerns will be monitored against pre-defined service levels for resolution.

Complaints, concerns and feedback logged by the CCB will be processed by the service provider. Given the service provider's experience and analytic tools, it will release reports and analysis for process improvement, adjustments and coaching of concerned agencies. Though not part of the project, its inclusion in the CCB is a value-added service from the service provider to give essence to the information gathered and contribute to better governance. It is a permanent feature of the CCB. Results can be used by policy-makers, business leaders and government heads. CCB will make outbound calls to assure public that concerns are attended to.

6. The Civil Service Commission will review and utilize the utilize the analytics given by the service provider and will recommend adjustments or improvements of process and methods to the concerned agencies.
7. **Special Action Team (SAT).** The Civil Service Commission will have a SAT in place that will receive ARTA-related concerns logged in the CRM system. The SAT will monitor complaints until final resolution and callers will be informed of the action taken.

USER DIAGRAM

What a user experience when calling the CCB

- 1 A user calls the CCB Hotline 16565

