

CONTACT CENTER NG BAYAN

— ACCOMPLISHMENT REPORT —

2016

**CONTACT CENTER NG BAYAN
2016 Year-end Report**

Public Assistance and Information Office
Civil Service Commission

CONTACT CENTER NG BAYAN 2016 Year-end Report

EXECUTIVE SUMMARY

Institutionalized as the public feedback mechanism of the Philippine Government anchored on the Anti-Red Tape Act of 2007 and CSC Resolution No. 1400995, the Contact Center ng Bayan (CCB) aims to promote accountability among government agencies by providing citizens with tools to report feedback on government frontline services. Citizens can access the CCB through Short Messaging Service (SMS) 09088816565, hotline 1-6565, email address email@contactcenterngbayan.gov.ph, Facebook account “contactcenterngbayan”, and CCB Website www.contactcenterngbayan.gov.ph. Starting August 1, 2016, the CCB also services the 8888 National Complaints Hotline, a feedback channel that the citizens could use to report inefficiencies and corruption in government.

As the CCB manages Hotline 8888, call transactions increased and became the top choice of citizens in providing their feedback to CCB. A total of 106,836 transactions were received and acted upon by the CCB facility from January to December 2016. The CCB also ensures that transactions are resolved as quickly as possible. Resolution rate of concerns was at 86.78% by end of December 2016.

With the increase in the number of transactions, CCB has extended its operation from 8AM to 5PM, Mondays to Fridays, to 24 hours/seven days a week. Currently, the CCB has a total of 45 agents working on a three-shift schedule and servicing both the existing CCB access modes and the President’s complaints hotline.

Common feedback received thru CCB/Hotline 8888 were clients' experiences with the frontline services of different government agencies, and corrupt practices in government. This year-end report will also show data on the Top 10 Agencies with most number of ARTA-related concerns reported to CCB/Hotline 8888.

2016 was a momentous year for CCB as it gained more popularity when it managed President's Hotline 8888. Testimonials from numerous clients interviewed by different media entities proved that CCB/Hotline 8888 has been successful in its goal of giving the public a better access to different government services while at the same time providing the government agencies vital information/feedback on client’s needs.

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Background

The establishment of the Contact Center ng Bayan (CCB) is in compliance with the provisions of Republic Act No. 9485, better known as the Anti-Red Tape Act (ARTA) of 2007. The Civil Service Commission (CSC) promulgated the Implementing Rules and Regulations of the Act through CSC Resolution No. 081471 approved on July 24, 2008. Rule VI [Accessing Frontline Services], Section 5 of the IRR states that, xxx *“The office or agency shall institute hotline numbers, short message service, information communication technology, or other mechanisms by which the clients may adequately express their complaints, comments and suggestions. xxx”*.

In support to the ARTA implementation, the CSC and the Department of Information and Communications Technology (DICT), formerly National Computer Center, signed Joint Resolution No. 2010-01 on August 15, 2010, to adopt and promulgate guidelines for the establishment of citizen’s helplines and government contact/call centers. The resolution also provided for the future interconnection of the same for better delivery of government services. This collaboration paved the way for the establishment of the CCB Project in 2012.

Phase 1 of the CCB was from September 27 to March 31, 2014, where the facility was fully outsourced by a private service provider, Pilipinas Teleserv Inc. It was a 10-seat hosted facility, providing first line of interaction with the public accessing the facility for information, requests for assistance and complaints. The facility responds to general concerns, while specialized concerns were directly escalated to six (6) participating agencies, namely: CSC, DICT, Bureau of Internal Revenue (BIR), Philippine Health Insurance Corporation (PhilHealth), Department of Health (DOH), and Department of Trade and Industry (DTI). All ARTA-related complaints are directly escalated to the CSC Special Action Team for preparation of referrals and monitoring of agencies’ actions/corrective measures.

Through CSC Resolution No. 1400995, promulgated on July 10, 2014, the CSC institutionalized the Contact Center ng Bayan as the public feedback mechanism of the government. Anchored on the Anti-Red Tape Act of 2007, it aims to enhance procedures and encourage commitment and accountability of government agencies towards prompt resolution of the public’s concerns on frontline service delivery. The CSC also envisions to expand the use of the CCB by increasing the number of participating agencies and forging partnerships with government offices which intend to use the CCB as a feedback tool, all aiming for one goal – to provide excellent public service.

Phase 2 of the CCB was managed by the Polytechnic University of the Philippines (PUP) from April 1, 2014 to March 31, 2015. The same procedures and workflows were adopted. Phase 2 also served as transition for the establishment of an on-premise facility in CSC. It was the time when CSC’s team was capacitated in terms of systems administration and facility operations.

CCB's Phase 3 commenced on April 1, 2015 with the launching of a fully-managed contact center facility at the CSC, managed by the Public Assistance and Information Office (PAIO). It has 15 seats, operating from Mondays to Fridays, 8:00 am to 5:00 pm, except holidays. However, CCB operations expanded to a 24/7 operations and its workforce was augmented to 45 agents since it started servicing the 8888 Citizens' Complaints Hotline, the setting up of which was anchored on Executive Order No. 6 issued by President Rodrigo Roa Duterte.

Increasing Public Awareness on CCB

Since CCB's pilot-run in 2012, all government agencies were mandated to post information materials on CCB at their frontline service areas. Access modes were printed on the posters to make the public aware of the facility. Having known the access modes, they voluntarily provided feedback on the quality of service they received, be these complaints or appreciation; others used the facility to seek assistance on pending transactions with government offices.

Year 2016 was a momentous year for CCB as it gained media mileage when it managed the President's Hotline 8888. Testimonials from numerous clients interviewed by different media entities proved that CCB/Hotline 8888 has been successful in its goal of giving the public better access to different government services, while at the same time providing the government agencies vital information/feedback on the needs of its clients.

CCB Process Flow

When the CCB managed the President's Hotline 8888 on August 1, 2016, the CSC hired thirty (30) additional agents to cater to the anticipated high volume of calls. The facility currently has 45 staff comprising of one (1) Team Leader, four (4) Assistant Team Leaders, and forty (40) Agents. The additional agents are tasked to attend to the increase in calls, create and send tickets, draft referrals, and conduct routine follow-up on actions taken. The 24-hour operation is divided into the following work shifts:

Agents' Work Shifts

1st Shift (12:00 AM - 8:00 AM) 10 (2 ATL, 8 agents)

2nd Shift (8:00 AM - 4:00 PM) 20 (1 TL, 1 ATL, 18 agents)

3rd Shift (4:00 PM - 12:00 MN) 15 (1 ATL, 14 agents)

Clients' concerns lodged through CCB access channels are received by the agents. Tickets with reference numbers are created for concerns with sufficient details. Simple queries on government procedure and policies, such as requirements for civil service exam applications, grant of special eligibilities, which are in the knowledge database and Citizen's Charter posted in government agencies' websites, are immediately acted upon by the generalists. Tickets are then closed after providing the client with the needed information.

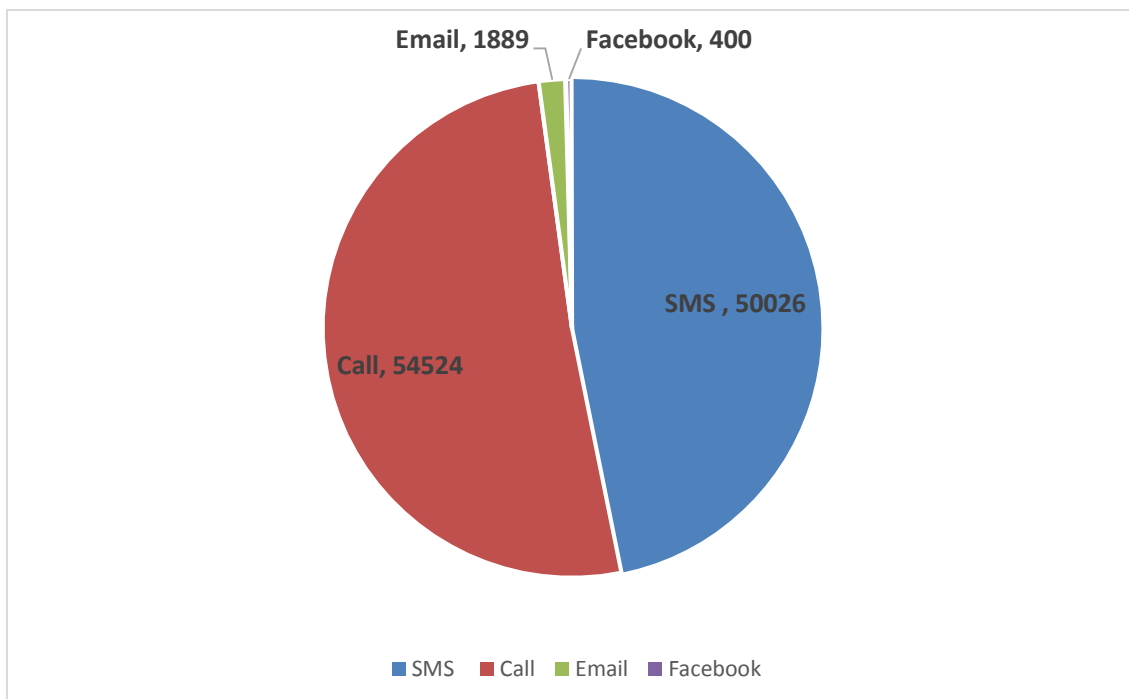
Complex concerns requiring a decision and/or appropriate action from specific government agencies are escalated through a referral system which brings the concern directly to the heads of agencies. Regular follow-ups are done by the agents to ensure that receiving agencies act on the referrals. Each government agency has a “Bilis Aksyon Partner” who helps the CCB elevate and monitor action on the referral within the agency concerned. The concerns are considered resolved when the agency has replied and feedback is provided to the clients.

The CCB also ensures that transactions are resolved as quickly as possible. Even as most of clients’ reports are complaints, which are considered complex transactions, 86.78% of the total number of simple and complex transactions has been resolved by end of December 2016. The remaining 13.22% active tickets were transactions lodged in December 2016, which were expected to be resolved in the early part of 2017.

CCB Statistics for 2016

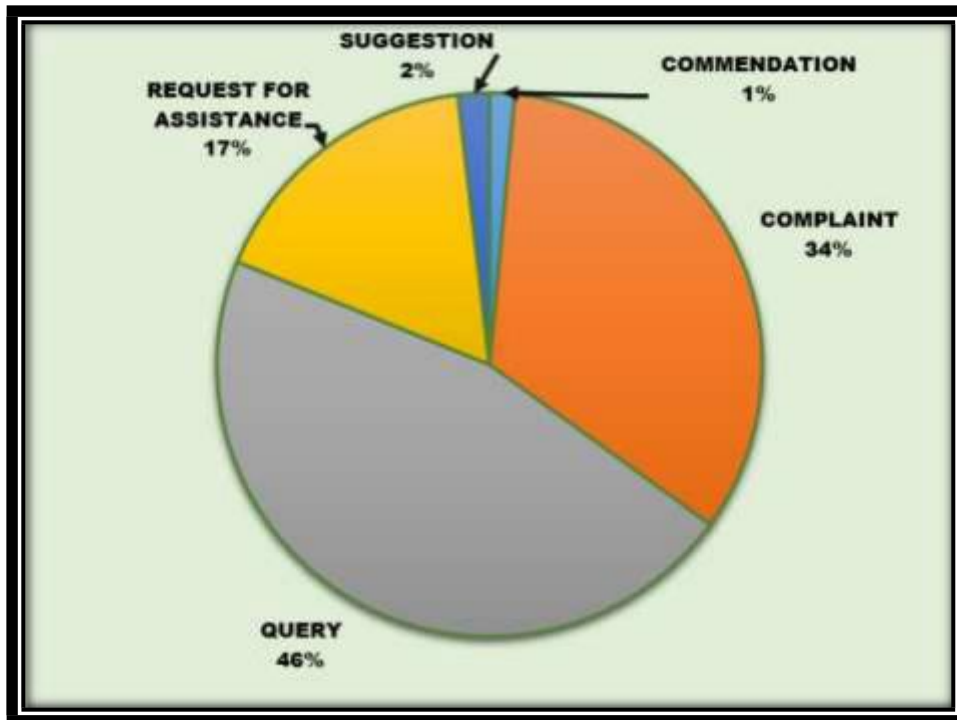
A total of 106,839 transactions were received and acted upon by the CCB facility from January to December 2016: 54,524 or 51% from hotline 16565/8888; 50,026 or 46.8% from SMS 09088816565; 1,889 or 1.8% from email@contactcenterngbayan.gov.ph and 400 or 0.4% from www.facebook.com/contactcenterngbayan.

Chart 1. Total Transactions per access mode from January to December 2016



The transactions received were classified according to the nature of concerns, as follows:

Chart 2. Types of concerns lodged by the public from January to December 2016



The following chart shows increase in the number of transactions, particularly during the third and fourth quarters of 2016.

Chart 3. CCB Transactions from January to December 2016



In August 2016, access to the CCB increased significantly. The increase can be attributed to the frequent announcement of the President regarding Hotline 8888. The deluge of calls and texts were handled by the 45 agents. Referrals to government offices also increased, thus, made it imperative for PAIO to involve 10 plantilla personnel who were tapped to ensure accuracy and timely sending of referrals of the public's concerns to government agencies, in addition to their regular function. The following is a comparison on the daily average transactions:

Table 1. Average Daily Transactions

Prior to August 1, 2016		Starting August 1, 2016 (With 8888 Hotline)	
SMS	232	SMS	422 (Increased by: 82%)
Calls	8	Calls	205 (Increased by 2460%)
Emails	5	Emails	15 (Increased by 20%)
Facebook	3	Facebook	5 (Increased by 40%)
Tickets for referral	25	Tickets for referral	107 (Increased by 33%)

Particular attention were given on concerns raised which were deemed as violation of the Anti-Red Tape Act (ARTA). These calls were further classified into specific ARTA violations. Six thousand, one hundred sixty (6,160) or 53% of the 11,611 ARTA-related complaints were on slow process of transactions in government offices. Other complaints in the top list were discourtesy of frontliners, failure to attend to clients during office hours, unclear procedure and non-observance of the no noon break rule. Below is the complete list of the ARTA-related complaints:

Table 2. ARTA-related Reports, January to December 2016

NATURE OF ARTA REPORT	JANUARY-DECEMBER 2016												TOTAL
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
Slow Process	95	90	85	133	129	136	231	809	796	1,501	1,268	887	6,160
Discourtesy	47	46	47	46	44	76	54	60	74	175	128	106	903
Failure to Attend to Clients during Office Hours	33	38	31	43	43	28	43	58	50	99	96	122	684
Unclear Procedure/s	27	14	10	7	7	15	24	90	76	155	139	100	664
No Noon Break	50	43	54	47	58	51	37	33	18	73	70	26	560
Unattended Hotline Number	10	6	7	3	2	5	16	29	40	119	115	106	458
Fixing Activities	27	21	18	21	22	19	25	38	47	87	71	33	429
Poor Facility	21	8	12	22	7	13	7	18	24	60	67	38	297
Failure to Act on Request	9	17	21	29	19	34	48	120	0	0	0	0	297
Imposition of Additional Cost	14	18	14	11	11	10	20	38	26	65	27	15	269
Extortion	7	7	13	3	5	4	4	30	31	71	45	42	262
Non Issuance of Official Receipt	8	8	10	4	6	10	10	25	24	35	20	28	188
Imposition of Additional Requirements	1	18	0	4	1	2	2	11	17	29	17	16	118
Non observance of queuing systems	7	12	4	7	10	12	10	7	7	16	12	13	117
No Special Lane for SC, PW, PWD	11	6	5	4	5	3	3	1	7	10	15	6	76
No response to letter	0	0	0	0	0	0	0	8	19	17	0	18	62
No PACD	1	3	1	5	3	1	2	2	0	1	0	2	21
Bribery	2	2	3	3	2	1	2	4	0	0	0	0	19
No Citizen's Charter	3	2	1	0	2	1	0	2	1	3	3	0	18
Absence of Easy to Read Identification of Frontline	2	0	0	0	1	0	1	0	0	2	3	0	9

From January to December 2016, government agencies were ranked based on the number of ARTA-related complaints received from the public. The table below shows the Top 10 agencies with most number of ARTA-related complaints based on the combined data of CCB and 8888 Hotline:

Table 3. Agencies with Most Number of ARTA-related Complaints, January-December 2016

RANK	NAME OF THE AGENCY	2016 TOTAL ARTA REPORT
1	Social Security System	1,843
2	Land Transportation Office	1,151
3	Department of Foreign Affairs	504
4	Bureau of Internal Revenue	467
5	Home Development Mutual Fund	419
6	Land Registration Authority	415
7	Government Service Insurance System	281
8	Philippine National Police	234
9	Philippine Statistics Authority	231
10	Professional Regulation Commission	149

Among the agencies mentioned, it was worthy to note that the Social Security System and the Bureau of Internal Revenue have created dedicated email addresses where referrals were sent and monitored by their special action team, which resulted to high resolution rate of both agencies. On the other hand, the Department of Foreign Affairs designated two focal offices to act on concerns on consular and passport services, and concerns on employees' behavior. Representatives from the Home Mutual Development Fund and Land Registration Authority have met with PAIO to consult on the process flow of communications; both agencies committed to establish a tracking and monitoring system for referrals.

The following were among the numerous messages of appreciation from the clients of the CCB:

Reference Code: IRN0078124

"Gusto ko lang po kayo inform na sobrang nasayahan ako kc lahat ng staff ay very accommodating mula sa security. congratulations guys we are proud of you ... keep up the good work god bless."

Reference Code: IRN078057

"Hello ako po si alejandro a.membrete salamat nakuha ko na yuong SSS PENSION KO SALAMAT SA TULONG NINYO GOD BLESS YOU AND YOUR FAMILY INGAT sana marami pa kayo matulungan."

Reference Code: IRN076351

"I just want to thank Hotline 8888. Kasi talaga palang dinidinig ang mga hinaing namin."

Reference Code: IRN076178

"OK po maraming maraming salamat po CCB Contact Service ng Bayan .the best in service maraming salamat po CCB Contact Center ng Bayan sa pagtugon po ng aming hinaing sumbungan .maraming salamat po at mayroon po CCB."

Reference Code: IRN076163

"Yes sir natanggap ko na ang papers ko maraming salamat Maraming salamat sa inyong magandang serbisyo. Maraming salamat sa inyong magandang serbisyo."

Reference Code: IRN075725

"Marami po salamat CCB sa inyong aksyon marami po salamat malaki po ang tulong ninyo sa amin marami po salamat."

Reference Code: IRN075685

"Tumawag ako para magpasalamat sa tulong ng Hotline 8888 sa aking concern with Department of Agriculture. Gusto ko lang sabihin na nakuha ko na ang bayad na hinihintay ko mula sa D.A. More powers sa inyo at kay President Duterte!"

Reference Code: IRN074982

"Nakuha ko na po ang burial assistance ng father in law ko noong December 19, 2016. Maraming salamat po kay Noeme at sa Hotline 8888. Nawawalan na nga po kami ng pag-asa dahil two years and two months na ito kaya laking gulat namin nang nakita ko ang sulat sa amin."

Reference Code: IRN074978

"Good am po. Salamat po ng marami po. Nakuha ko na rin po ang UMID card ko po sa post office po ng qc. Salamat po ng marami mga sir."

Reference Code: IRN073350

"Maraming Salamat Po Sa Pagbibigay Pansin At Madaliang Aksyon Sa Naturang Puna Sa Serbisyo. Agad Po Ginawa At Na Release Ang Titulo Po. Keep Up The Good Work!"

Reference Code: IRN073226

"Gdmrning po. Ako po si vicente leganden pacifico ret. Army. Ngppslmat po ako sa tulong nyo dahil ntanggap ko na po ang 3months pension ko. Mrrming slmat at sana mrami pakaypng mtlngan na tao. God bless."

Reference Code: IRN072916

"Salamat sa advise mo at dahil naliwanagan ako. Gagawin ko iyong sinabi mo na gumawa kami ng letter of request addressed sa HDMF."

Reference Code: IRN071043

"Salamat po sa action na pinaramdam mo sa amin. Natutuwa nga po ako at nasa puso ninyo ang 2nay na kampanya ng mga programa ng duterte administration. Medyo may action na po ang akin problema. Lumalakad na po ang akin mga papeles. Salamat po at maligayang pasko!"

Reference Code: IRN070796

"Kyo po ay malugod kong pinasasalamatan s lahat ng bumu-o ng programa ito. I appreciate ur excellent and fast development regarding my long time prblem with GSIS housing . Daghan salamat po!"

Reference Code: IRN070614

"Nais ko magpasalamat dahil naaksyunan na rin iyong ini-report ko sa inyo. Sa wakas ay lumabas na din ang resolution after three years."

Challenges and Recommendations

The CCB faces three major challenges, namely, sustainability in terms of Information Technology (IT) infrastructure, equipment and workforce; ensuring government agencies' commitment to frontline service improvement; and increasing public awareness on what to report and the needed information for a report to be considered sufficient.

Due to the huge data stored in the database system, is now taking a longer time to search or open data. Physical storage of files also remain a challenge. The cramped working space allotted for CCB and a non-ventilated and poorly-lit storage area in the basement pose health hazards to agents who will deposit or retrieve documents.

These were also among the findings of the Internal Audit Service (IAS) when it inspected the CCB operations in October 2016. Immediate re-laying/reconfiguration of the CCB facility and upgrading of the IT structure through procurement of equipment and software are necessary.

Below are the specific IT equipment and software that require immediate attention to ensure quality of service being provided by the CCB facility:

Table 4: Inventory of Defective IT Equipment and Software and Recommendations

IT equipment/software	Current Status	Recommendation
HEADSET	Headset: broken foam ear cushions, grounded headset speaker	Replacement of defective headsets
ANTIVIRUS	Installed: Anti-malware software free	Installation of License Antivirus: Bitdefender or Avast
Uninterruptible Power Supply (UPS)	12 Defective UPS/8 Good Condition	Replacement of UPS
Proinsight/CosmoPC SERVER (COMPUTER NAME: CSC-SQL.02.ccucsc.local)	150GB storage (partition)	Increase storage capacity from 500GB to 1TB
Proinsight/CosmoPC SERVER (COMPUTER NAME: CSC-SQL.02.ccucsc.local)	4GB RAM	Increase capacity from 8GB RAM or 16GB RAM
Proinsight Database System	System Error: incident report duplicate, changing of ticket created, slow searching, error display when saving, creating, and searching incident.	Enhancement of Proinsight system

While there is a high resolution rate for 2016, there is a need for government agencies to revisit their Citizen’s Charters and streamline procedures, timelines and requirements. This was evident in the more than 50% complaints on slow process received in 2016. Shortening timelines will enable agencies to be aligned with President Duterte’s call to limit processing time to three (3) working days.

The public anticipates that all their reports could be acted upon by the facility which covers a broad range of concerns and even receives such complaints like loud videoke of neighbor, domestic fights, and employment. The public should be educated and should know that the facility caters to concerns related to frontline service delivery and that their feedback are important to improving public service. Also, reports of graft and corruption must be substantiated with strong evidence for a legal investigation to prosper.

PAIO pushes for the implementation of Phase 4 of the CCB, which is the upgrading and expansion of the facility by engaging the Polytechnic University of the Philippines (PUP) Business Process Outsourcing Center to provide the services. CSC’s proposal for the expansion of the CCB facility, with an allocated budget of P95,383,800 was endorsed by the DICT and approved by the Department of Budget and Management

(DBM) through the issuance of Special Allotment Release Order (SARO) on December 8, 2016. The major deliverables of this phase include the establishment of a unified Customer Relationship Management (CRM) system where all government agencies could interconnect for real-time escalation and monitoring of clients' feedback and increased capacity to receive and handle the public's concerns with the 150 agents to be hired for the expansion. This way, PAIO could focus on data analysis, research in partnership with the Philippine Institute for Development Studies (PIDS) that could lead to the amendment of the law, collaboration with CSC offices like the Civil Service Institute (CSI) for crafting of HR interventions and programs on behavioral development, Office for Legal Affairs on applicable penalties and the Human Resource Policies and Standards Office (HRPSO) on policy review and enhancements to address the need to improve frontline service delivery.