



Republic of the Philippines
Professional Regulation Commission
Manila



PROFESSIONAL REGULATION COMMISSION
RESOLUTION NO. 1277
Series of 2020

**APPROVING THE CLIENT RELATIONSHIP MANAGEMENT SYSTEM AND THE
IMPLEMENTATION THEREOF**

WHEREAS, the Professional Regulation Commission (Commission) is mandated under Section 7 (a) of Republic Act (RA) No. 8981 or the PRC Modernization Act of 2000 to, among other things, administer, implement and enforce the regulatory policies of the national government concerning the regulation and licensing of the various professions and occupations under its jurisdiction;

WHEREAS, Section 7 (b) of RA No. 8981 likewise vests to the Commission the power to issue and promulgate such rules and regulations as may be necessary for the execution and implementation of its functions and the improvement of its services;

WHEREAS, Presidential Proclamation No. 922 (s.2020) was issued declaring a State of Public Health Emergency throughout the Philippines and calling for the implementation of urgent and critical measures to contain the spread of the Corona Virus Disease 2019 (COVID-19);

WHEREAS, Presidential Proclamation No. 929 (s.2020) was subsequently issued declaring a State of Calamity throughout the country due to COVID-19;

WHEREAS, to further abate the spread of COVID-19, the national government, and the local government units, through the recommendation of the Inter-Agency Task Force for the Management of Emerging Infectious Diseases had imposed nationwide and localized community quarantines within their respective jurisdictions;

WHEREAS, due to the imposed restrictions on face-to-face transactions during community quarantines and to promote social distancing, guidelines and restrictions affecting operations and frontline services were implemented accordingly;

WHEREAS, Republic Act 11032 or the Ease of Doing Business and Efficient Government Service Delivery Act of 2018 aims to streamline the current systems and procedures of government services that include procedures for filing complaints;

WHEREAS, there is a need to adopt a digital way to provide an effective solution for client relationship management and support while complying with the Zero-Contact Policy of the government;

WHEREAS, the Information and Communications Technology Service, thru the Systems Development and Maintenance Division, developed the Client Relationship Management System (CRMS) that will allow the Commission's clients to submit service requests and feedback online relative to the quality of frontline service being delivered and to process, track and monitor the same by the concerned offices. The CRMS will provide an accurate and reliable system of reporting for transparency and basis for management planning and decision making;

NOW, THEREFORE, in view of the foregoing, and upon motion duly seconded, the Commission **RESOLVES**, as it is hereby **RESOLVED**, to approve the implementation of the Client Relationship Management System, under the following guidelines:

I. COVERAGE

These Guidelines shall cover the implementation of the CRMS in all the offices of the Commission.

II. OBJECTIVES

- A. To prescribe the standard procedures and protocols in the use and management of the CRMS;
- B. To assist the end-users in the efficient and effective usage of the CRMS; and
- C. To provide for the responsibilities of concerned offices and personnel.

III. ADMINISTRATIVE GUIDELINES FOR THE CLIENT RELATIONSHIP MANAGEMENT SYSTEM

A. CRMS FUNCTIONALITIES

The CRMS shall provide the following functionalities:

1. Client can rate a service and/or raise a concern.
2. In raising a concern, clients can submit service requests (complaint, concern/inquiry, suggestion/recommendation) through online from 8:00 A.M. – 5:00 P.M. (Mondays thru Fridays, excluding Special and Non-working Holidays).
3. In rating a service received, client can give their feedback 24/7 through the system.
4. Automatic generation of Ticket Number as reference for all concerns lodged through the system.
5. Clients may view and continuously respond to the reply/ies of the PIMRU and/or Focal persons until he/she is satisfied with the response provided.
6. Clients may retrieve or close their concerns through the auto-generated ticket number. However, ticket shall be automatically closed if the client does not respond to the reply of PIMRU and/or Focal persons within three (3) working days.
7. Service requests may be indorsed to concerned offices through the system.
8. Reports can be viewed or generated through the system.

B. CRMS FOCAL PERSON

For purposes of implementation, there shall be a designated Focal Person per office of the Central and Regional Offices who shall be responsible in responding to concerns raised through the CRMS.

C. ACCESS CODE

1. Upon the approval of the Director/Officer-in-Charge (OIC) of the Information and Communications Technology Service (ICTS), access codes shall be given to PIMRU and designated Focal persons in the CO/ROs. The Database Management Systems Division (DMSD) shall be responsible for the processing of all access code requests.
2. Access code shall be for the official use of the employee/s whose account name/s and password/s are enrolled in the CRMS.
3. All personnel authorized to access CRMS shall not let any other employees/persons have his/her access code nor let anyone use his/her account.
4. Any violation hereof shall be a valid ground for the ICTS to cancel the access given.

D. RESPONDING TO CONCERNS

1. Upon receipt of the Service Request Form (SRF) from the client, the PIMRU and/or Focal persons shall immediately respond to the client's concern or at least within three (3) working days.
2. If the service request is inadvertently sent to an office by mistake, the PIMRU and/or Focal Persons can forward the same to the appropriate office to respond to the request.

3.

The PIMRU and/or Focal Persons shall respond to relevant concerns in accordance with the existing policies of the Commission.
4.

The PIMRU shall be responsible in archiving inappropriate and unrelated service requests.
5.

In case of technical problems in the utilization or use of the system, the ICTS shall facilitate the conduct of troubleshooting and shall extend assistance to concerned PIMRU Staff or designated Focal Persons.

E. REPORTING

For Anti-Red Tape (ARTA) reporting and compliance purposes, the PIMRU shall be responsible in generating status reports from the CRMS, for submission to the PRC ARTA Committee.

F. TRAINING OF FOCAL PERSONS

All PIMRU staff and designated CRMS Focal Persons shall undergo training on the CRMS operationalization to familiarize themselves of the system. The ICTS shall facilitate the said training.

IV. PROCEDURAL GUIDELINES OF THE CLIENT RELATIONSHIP MANAGEMENT SYSTEM

A. ACCESS TO THE SYSTEM

1.

Clients may access the CRMS to rate a service or to raise a concern through a link that shall be provided at the PRC website. Once the link is clicked, the client shall be redirected to the system.
2.

Only those clients who are 18 years old and above can access and use the CRMS.

B. RATING SERVICES

1.

TERMS OF AGREEMENT. The client shall be required to agree to the terms to proceed in rating a service.
2.

FEEDBACK FORM. The client will have to provide necessary details by filling-out the feedback form; the client will have to answer a survey and may or may not give any comments or suggestions.
3.

FEEDBACK/SURVEY DETAILS. The client shall be required to give feedback to the following:

Criteria	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Services were rendered fast, efficient and accurate.					
Services were rendered honest and fair.					
Staff are knowledgeable of their task and competent.					
Staff are courteous and accommodating.					
Office premises are well-maintained and secured.					
Waiting areas are comfortable and clean.					

Directional and instructional signs are visible and easy to understand.					
---	--	--	--	--	--

4. *SUBMISSION*. The client can submit their feedback and rating of the service of the Commission after agreeing to the terms of use of the system; upon submission of the online feedback form, the client may opt to raise a concern or end the use of CRMS.

C. **RAISING CONCERNS**

1. *TERMS OF AGREEMENT*. The client shall be required to agree to the terms to proceed in raising a concern.
2. *SUBMISSION AND TICKET*. The client will have to provide the date of birth and other details upon filling-out the Service Request Form (SRF). Upon submission of the SRF, the client shall be given an auto-generated ticket number which the client can use in monitoring the concerned office’s response to his/her concern.
3. *RETRIEVING A CONCERN*. The clients can follow-up and monitor the progress of his/her concern by using the auto-generated ticket number provided by the system including their date of birth to retrieve record of their concern. Upon retrieval, clients shall have the option to respond to the responses of the concerned offices or to close the thread.
4. *CLOSING THE THREAD*. Once clients are satisfied with the posed responses to their concerns, they shall have the option to close the messaging thread. For record purposes, said closure by the client shall be considered as final resolution of the client’s concern.


V. **SANCTIONS**


Failure of the responsible officers, employees or personnel to comply with these Guidelines may render them liable for applicable sanctions as may be warranted under existing Civil Service Rules and policies of the Commission.


VI. **EFFECTIVITY.**

This Resolution shall be effective immediately.

Done in the City of Manila, this **29th** day of **September** 2020.


YOLANDA DREYES
Commissioner


TEOFILO S. PILANDO, JR.
Chairman


JOSE Y. CUETO, JR.
Commissioner