

CUSTOMERS' WELFARE ACTIVITIES

The TPB Corporate Policy stipulates to wit:

The Tourism Promotions Board (TPB) is a world-class organization committed to marketing Philippine tourism and providing the highest quality of service that inspire stakeholders and meet customers' expectations and needs.

We shall continue to improve our value to our partners, stakeholders and clients by adhering to effective and efficient Quality Management System that are compliant with global standards and legal requirements.

We shall power our performance with a well-balanced work environment characterized by integrity, teamwork, professionalism and excellence.

Further, the TPB determines the requirements specified by the customers (stakeholders, partners, clients) including implied requirements considered necessary to the product / service specified, applicable statutory /regulatory requirements and any additional requirements considered necessary by TPB in order to provide the highest quality of product / service that meets the customers' expectations and needs in line with TPB's mandate.

The TPB reviews customer requirements to ensure that these are within TPB's mandate. This review is conducted prior to the TPB's commitment to supply the services to customers (clients and/or stakeholders).

TPB ensures that

- a) services requirements are defined,
- b) the defined requirements are incorporated in a Memorandum of Understanding or Memorandum of Agreement or similar legal instruments,
- c) differing requirements from those previously expressed are resolved, and

d) the TPB has the ability to meet the defined requirements.

Appropriate records of the results of the review and actions arising from the review are maintained by the concerned office.

Where the customer / client provide no documented statement of its requirements, the TPB confirms these requirements prior to acceptance.

Where service requirements are changed, the TPB ensures relevant documents are amended and changes are properly communicated to concerned personnel or offices.

The TPB determines and implements effective arrangements for communicating with customers in relation to:

- a) service information,
- b) enquiries and contracts, including amendments, and
- c) customer feedback, including customer complaints

Relevant Procedures relating to stakeholders are undertaken by TPB such as handling of stakeholders' complaints and contract preparation, revision to ensure that customer requirements are met.

The TPB also ensures that customers are satisfied with the services rendered to them. The customer satisfaction is measured by monitoring information relating to customer perception as to whether the TPB has successfully met customer requirements. TPB uses appropriate customer satisfaction survey forms in collecting information of customer's perception about TPB's products and services.

The TPB undertakes the handling of customer satisfaction survey procedure to ensure TPB's stakeholders are satisfied in the delivery of products and services by TPB.