



AFPGEN

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SAGOT KA NAMIN 24/7

AFP General Insurance Corporation

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11 May 2016

Memorandum Circular No. 2016 - 04

Subject: CUSTOMER CARE POLICY

I. POLICY STATEMENT

It shall be the policy of the Company to promote the vision, mission and core values of the organization and to deliver the customer service standards contained in this policy.

II. SCOPE

A customer is anyone who comes into contact with AFPGEN and includes both internal and external customers.

III. OBJECTIVE

The objectives of the policy are to:

- ❖ Ensure that all client contact with AFPGEN is met with the highest standards.
- ❖ Be active in the promotion of customer feedback, listen and respond accordingly and monitor standards.
- ❖ Encourage customers and the AFP/PNP community to enjoy a closer relationship with AFPGEN.
- ❖ Exceed customers' expectations and encourage repeat visits.

IV. CUSTOMER CARE POLICY

1. All employees are expected to treat AFPGEN customers (both external and internal) with courtesy and respect at all times.

2. From time to time, employees will have to deal with difficult customers. In such circumstances, employees shall maintain high standards of professionalism and fairness.
3. Rudeness to our customers is not acceptable in any circumstances.
4. Employees should be aware of and work to any service standards applicable to their area of responsibility.
5. Employees' general actions, behavior and demeanor while at work should be such as to present AFPGEN as a professional and effective organization.
6. Employees should avoid any action that might imply a sloppy or uncaring attitude.

V. PROCEDURE

A. CONSULTATION AND FEEDBACK

1. If a customer wishes to contact AFPGEN regarding matters about customer service the customer should, in the first instance, contact the Client Care Office either in writing, by phone or email.
2. The company's contact information is available on the AFPGEN website www.afpgen.com. The trunkline is 911-9888. This is available 24/7. All calls that fall on a weekend/holiday or beyond the office hours will be directed to the relevant person by our accredited call center provider.
3. Feedback forms are available at the reception area. The company has designated Client Care Officers of the Hour who will facilitate the filling-out of customer feedback forms. Customers may also feedback their comments online at: www.afpgen.com under Contact Us and they can post messages/comments on our website message. AFPGEN consults its customers through the customer feedback mechanism. The designated Client Care Officers of the Hour encourage written and/or verbal feedback during their visit. Feedback forms are distributed upon client registration at the reception area. We will monitor our standards of service through evaluation of customer comments, complaints and surveys.

B. COMPLAINTS

1. A complaint is a valid expression of dissatisfaction and however it is made, by email, letter, telephone or verbally, the Client Care Office (for external customers) and the Department Heads or Direct Reports (for internal customers) will investigate it and use it as a means to improve our standards of service.
2. If at any time an external customer is not happy with the levels of service he experiences he can register his complaint by writing or verbally through the

designated Customer Care Officers. All written complaints by external customers will be dealt with by the Client Care Office.

3. The Client Care Office will acknowledge all written complaints within 5 days of receiving the letter, at which point the complaint will be investigated. If the client is not satisfied with the way in which his complaint has been dealt with, the matter will be referred to an appeal procedure which the Senior Vice President will activate upon recommendation from the CCO. Any action taken that will affect members of staff as a result of a customer complaint will be conveyed to the concerned manager or direct report before a response is given to the customer.

C. PHYSICAL ACCESS

1. AFPGEN is accessible through public transport by bus or Metro Rail Transit (MRT). The nearest bus stop is less than one minute walk away along Edsa. The nearest MRT station is the Santolan Annapolis Station which is approximately fifteen minutes away from the AFPGEN Office.
2. Branch Offices are located in strategic areas near military camps which are accessible through public transport by jeepney or metered taxis.
3. There are two (2) parking spaces available for external clients.
4. One (1) parking space is reserved for senior citizens and persons with disability.
5. AFPGEN premises are accessible to wheelchair users and people with mobility difficulties. The only inaccessible area is upstairs which is reached via staircase that is not suitable for those with mobility problems. There is no lift so clients with mobility problems will be assisted at the ground floor lobby by the designated Client Care Officer of the Hour.
6. There is one accessible toilet for the exclusive use of the clients located at the ground floor lobby.

D. EVALUATING OUR STANDARD OF CUSTOMER CARE

The Client Care Office will ensure the continuing quality of our customer care.

V. EFFECTIVITY

This Memorandum Circular shall be effective upon publication.


ALAN R LUGA
LTGen AFP(Ret)
President & CEO