



Republic of the Philippines
MANILA INTERNATIONAL AIRPORT AUTHORITY
MIAA Administration Building, MIA Road Pasay City, Metro Manila

MAY 23 2011

MEMORANDUM CIRCULAR NO. 06
Series of 2011

**SUBJECT : GUIDELINES ON THE HANDLING AND DISPOSITION OF
FEEDBACK**

GENERAL

1. The Manila International Airport Authority (MIAA) under its Charter, Executive Order (E.O.) No. 778 as amended by EO 903, is mandated among others to formulate internationally acceptable standards of airport accommodation and services. It is therefore necessary to create a feedback mechanism to enable Management to monitor the standards and address issues and concerns of airport clientele as well as serve the interest of industry partners and other stakeholders.

PURPOSE AND SCOPE

2. This Memorandum Circular (MC) prescribes the guidelines in handling and taking actions on passenger and non-passenger feedbacks on people, processes and facilities of the Airport.
3. It covers MIAA employees and employees of airport agencies and concessionaires operating at the Airport Complex.

DEFINITION OF TERMS

4. For the purpose of this MC, the following terms shall be understood to mean:
 - a. **Airport Complex** – refers to the Terminal 1 (T1), Terminal 2 (T2), Terminal 3 (T3), Terminal 4 (T4), International and Domestic Cargo Terminals (IDCT), General Aviation Areas and outlying areas over which the Authority exercises jurisdiction.
 - b. **Airport Employees** – refers to the workers employed by MIAA or other agencies and concessionaires operating at the Airport Complex.
 - c. **Corrective Action** – refers to the measure/s undertaken to correct, minimize, prevent recurrence or eliminate the adverse effects of issues and concerns about NAIA's people, processes and facilities.



- d. **Customer Relations Center (CRC)** – refers to the MIAA Office created under the Public Affairs Department to handle feedbacks from passengers and other airport clientele.
- e. **Feedback** – refers to any expression of satisfaction or dissatisfaction received in any form, about NAIA's people, processes and facilities.
- f. **Feedback Monitoring Report (FMR) Form** – refers to the enrolled form for recording and monitoring results of actions taken on feedbacks and in reviewing the effectiveness of the same.
- g. **Office of Primary Responsibility (OPR)** – refers to the Office having primary responsibility over the formulation of corrective actions to issues and concerns raised in a feedback.

STATEMENT OF POLICY

- 5. Feedbacks are vital to the evaluation of the efficiency of airport operations. Utmost attention to feedbacks with a view to taking corrective actions is a priority concern of the MIAA.

ADMINISTRATIVE

- 6. Classification of Feedbacks – Feedbacks are classified into three (3), as follows:
 - a. Comments or Suggestions – Verbal or written notice of satisfaction or dissatisfaction over airport worker/s, processes and facilities that can be material to MIAA's improvement efforts for service excellence.
 - b. Compliment – Expression of approval or admiration, commendation and favorable judgment or conclusion.
 - c. Complaint – Grievances against airport workers, processes or facilities. For expediency, complaints are classified into three (3) levels, to wit:
 - 1) **Level 1** – complaints against the various processes, facilities and personnel within the Airport Complex under the operational control, supervision and responsibility of the MIAA. The OPR is required to act on the complaints within five (5) working days to initiate or submit corrective action to the CRC. This period may be extended up to ten (10) working days if the complaint involves more complex issues.
 - 2) **Level 2** – complaints against the various processes, facilities and personnel at the Airport Complex under the operational control, supervision and responsibility of other agencies and service providers operating at the NAIA. The OPR is required to act on the complaints within ten (10) working days and to submit corrective action on the complaint to the CRC.
 - 3) **Level 3** – complaints pertaining to the commission of any act actionable under existing administrative, penal and civil laws under MIAA regulations. These are forwarded to the Intelligence and Investigation Division (IID).

7. Feedback Monitoring Report – In order to facilitate actions thereto, a Feedback Monitoring Report Form (PAD Form 1) is hereby prescribed where all actions taken thereon are recorded and monitored. It shall contain the following:
 - a. Section A – Issues raised to be filled-up by the CRC
 - b. Section B – Resolutions of issues to be filled-up by the OPR
 - c. Section C – Review of Action taken to be filled-up by:
 - Acceptable portion – Terminal Manager (TM)
 - Non-Acceptable portion – OPR
 - d. Section D – Closing of Issue to be filled-out by the TM and CRC
8. Disposition of Feedbacks:
 - a. Upon receipt of a feedback, the CRC shall accomplish Section A of the CRC Form 1 and acknowledge receipt of the feedback in the following manner:
 - 1) Electronic mail – within twenty-four (24) hours from receipt
 - 2) Passenger Feedback Forms – within five (5) working days from retrieval
 - 3) Postal Mail/ Official endorsements from internal and external offices – within five (5) working days from receipt
 - b. Transmit accomplished CRC Form 1 to the OPR within three (3) working days from receipt appended with a copy of the written feedback, if any. The CRC must retain a copy of the CRC Form 1 and written feedback on file.
 - c. Upon receipt of duly accomplished CRC Form 1, the OPR shall:
 - 1) Formulate responsive disposition of complaints, comments or suggestions;
 - 2) Implement corrective action to resolve the issues raised and/or formulate preventive measures to prevent their recurrence;
 - 3) Record all actions in Section B of the CRC Form 1 and forward the document to the TM. A copy is retained and a copy furnished to the CRC as an update thereon;
 - d. Upon receipt of the CRC Form 1, the TM shall:
 - 1) Evaluate the course of action taken/proposed by the OPR as to its effectiveness in resolving the issue, making certain that actions coincide with the overall plans and programs of the MIAA. Otherwise, the TM shall require the OPR to implement a different course of action and return the CRC Form 1 with such annotation in Section C thereof.
 - 2) If the action taken is acceptable, the TM shall forward the Form to the CRC for further verification and closure of the issue raised and accomplish Section D.

9. Complementary Actions to Feedback – The source of feedback is advised of actions taken within a reasonable period, to wit:
 - a. Resolution of complaints actionable at CRC level shall be relayed to complainant within two (2) days from receipt by CRC.
 - b. Resolution of complaints actionable by other MIAA offices are relayed by CRC to the source within fifteen (15) working days from receipt. Advice is given if resolution is not possible within fifteen (15) days.
 - c. Resolution of complaints by other Government Agencies are relayed by CRC to the source upon receipt of action taken by such Agencies.

10. Disposition of Feedback received by persons or other offices at the Airport Complex:
 - a. By Persons – Recipient must refer feedback to the nearest Concierge Counter located at the Terminals or to the CRC for proper disposition.
 - b. By offices:
 - 1) The staff receiving the feedback shall log and summarize the contents in the Logbook for incoming communications. The staff shall then refer the Feedback to the Manager or OIC of the office concerned.
 - 2) If the subject matter of the feedback is not within their jurisdiction, the Manager or OIC shall take notice and advise the staff to transmit the feedback to the CRC within the same day of receipt.
 - 3) Feedbacks under the jurisdiction of the recipient office which are minor or ministerial matters shall be resolved by the OIC/Manager within the day of receipt and those that involve substantial or major issues shall be resolved not more than fifteen (15) days from receipt. The CRC shall be advised and updated of all the developments affecting the feedback.
 - 4) In case of verbal or phoned-in feedback, the staff must endeavor to document the same and must exert efforts to identify the source of the Feedback unless such person refuses, which matter shall be annotated in the document. The procedures mentioned in sub paragraphs 1), 2) and 3) above shall apply thereafter.
 - c. Through TEXNAIA:
 - 1) MISD personnel shall record the feedback in the MISD database; and
 - 2) Acknowledge receipt of feedback within the prescribed period; then
 - 3) Forward to the CRC the detailed list of complaints and their intended OPRs via e-mail.

RESPONSIBILITY

11. The CRC is primarily responsible for the effective implementation of this Circular. The Section Head, CRC shall submit within ten (10) working days of the succeeding month, a monthly report to the General Manager through the MIAA-Quality Management Representative/QMS Committee indicating all actions taken on feedbacks brought to attention.
12. Within ten (10) days from the publication of this MC, the TMs shall hold informative dissemination session with personnel of MIAA and other agencies operating at their respective Terminals. An attendance report duly certified shall be issued by the TMs, copy furnished the MIAA-General Manager and Heads of other agencies concerned.

PENALTY CLAUSE

13. Non-compliance with and/or violation of the prescribed standards in handling or disposition of feedbacks shall be a ground for disciplinary action including imposition of penalty consistent with Civil Service Commission Rules and Regulations or issuance of Non-Conformity Report (NCR), whichever is applicable.

SUPERSESSION CLAUSE

14. MC No. 7 dated June 8, 2009 and all orders, memoranda and/or other MIAA issuances inconsistent herewith are hereby superseded.

EFFECTIVITY

15. This MC shall take effect immediately.

For strict compliance.


MGEN JOSE ANGEL A HONRADO AFP (Ret)
General Manager



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