

**MANUAL
ISSUANCE NO. 1**

ISO 9001:2008

Section 5.0

MANAGEMENT RESPONSIBILITY

Subsection 5.2

CUSTOMER FOCUS

Review Date:

March 5, 2016

Effectivity Date:

March 14, 2016

Revision No.

3

I. POLICY

CORPORATE GUARANTEE & INSURANCE COMPANY (CGIC) recognizes that its existence depends on its customers, the Insurance Policy Holders, and therefore should understand existing and future customer needs, meet customer requirements, and strive to exceed customer expectations.

CGIC is committed to maintain a level of quality and value in the services it provides to its customers that will meet and earn customer satisfaction. **CGIC** Management shall ensure that customer requirements are determined and met. This shall be carried out by means of the Performance Appraisal through the Balance Scorecards which identifies the specific employee's work objectives and performance standards, thereby ensuring that customers' expectation are highlighted, met, and even exceeded. This shall be done semi-annually.

II. APPLICATION

All Departments

III. REFERENCES

Procedures and Work Instructions Manual:

CGIC-8.3-001 Control of Non-Conformities p. 2.10

CGIC-8.5.2-002 Handling of Customer Complaints p. 2.14

SLS-7.2.1-004 Handling and Monitoring of Web Inquiries p. 3.20

MKT-7.2.3-001 Customer Satisfaction Survey p. 4.01

Quality Policy
Overall Quality Objectives
Department Quality Objectives
Performance Appraisal

Prepared by/Date:

AMADOR M. TOLENTINO
Quality Management Representative

Checked and Approved by/Date:

GILBERT M. FERNANDEZ
President and Chief Operating Officer, and QC Chairman