



**MANUAL  
ISSUANCE NO. 2**

**ISO 9001:2015**

## DOCUMENTED PROCEDURE

Section 4.0

**PROCEDURES - MARKETING**

Subsection: 4.01

**CUSTOMER SATISFACTION SURVEY**

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Effectivity Date:

May 28, 2019

Revision No.  
1

**Code** : **MKT-7.2.3-001**

**Customer** : Policy Holders

**Objective** : To establish a documented system in collecting customer feedback thru the COSAT Survey.

**Scope** : This procedure starts with the issuance of COSAT forms and ends in posting of customer feedback on the Corporate Guarantee website.

**Reference** : COSAT Survey Forms

**Procedure Details** :

ACTIVITY	PERSON RESPONSIBLE
1.0 Provides COSAT Survey Forms to customer-interfacing staff.	Marketing Staff/ Branch Personnel
2.0 Hands a survey form to customer after completion of transaction.	<u>Sales Executive</u> and Branch Personnel
3.0 Fills-out and writes comments and/or suggestions on the survey forms.	Customer
4.0 Drops survey form at the designated box in the customer waiting area.	Customer
5.0 Collates forms every <u>month</u> . This applies to Head Office and Branches.	Marketing Staff / Branch Personnel
6.0 Prepares and submits the consolidated report on the 2 <sup>nd</sup> week of the following month to the Manager - Marketing.	Marketing Staff

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ACTIVITY	PERSON RESPONSIBLE
7.0 Records negative feedbacks in the customer complaint form and coordinates with the concerned department for corrective action.	Manager-Marketing
8.0 Reviews and signs on the COSAT Report for the month.	Manager-Marketing
9.0 Selects customer feedback/remarks to be posted on the website.	Manager-Marketing
NOTE: If there is any feedback/remark selected, request will be made to MSCCD to post the selected feedback/remarks in the website.	

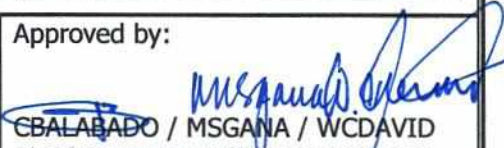
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