

ASSA RECOGNITION AWARD 2017

CATEGORY OF RECOGNITION	Customer Service Recognition Award
ORGANIZATION	Social Security System (SSS) Republic of the Philippines
CONTACT PERSON	May Catherine C. Ciriaco Senior Vice-President of the Administration Group, and Concurrent Officer-in-Charge of the Human Resource Management Group and the Public Affairs and Special Events Division
NAME OF PROJECT	SSS Service Quality Framework
OBJECTIVE AND NATURE OF PROJECT	The Philippine Social Security System continuously initiates programs to better its customer service considering the various types of clients it serves nationwide. It implements the use of advance technologies, program innovations and competency trainings to its frontline personnel with the end in view of bringing full satisfaction to its demanding customers. As an active member of the International Social Security Association (ISSA), SSS implements best practices of member-organizations that directly benefits its members. Thus, the Social Security Commission adopted the ISSA Guidelines on Service Quality (SQ) in July 2014. According to ISSA, service quality in social security refers to the qualitative aspects of the benefits and services a social security institution provides to its members, beneficiaries and allied organizations. It demonstrates how responsive a social security institution is to the multi-dimensional service requirements of its members and beneficiaries, given the institution's human, financial and ICT resources, and available support from its partners. There are five service quality dimensions that are believed to represent the costumers' mental checklist of service quality, namely: Tangibles – appearance of physical facilities, equipment, personnel and communication materials Empathy – provision of caring, individualized attention to customers Reliability – ability to perform the promised service dependably and accurately Responsiveness – willingness to help customers and provide prompt service Assurance – knowledge and courtesy of employees and their ability to convey trust and confidence Given that social security institutions are at different stages in developing service quality, the ISSA Guidelines of Service Quality aims to assist these institutions to further develop and improve service performance. The service quality framework (<i>Guideline No. 1</i>) is the starting point for setting out to provide quality service. It states the interconnecting principles and interdependencies for Guideline Nos. 2-6 as they are dependent on the

	strategy contained within the service quality framework. Continuous improvement (Guideline No. 7) is applicable to all guidelines. Built around the ISSA Service Quality Model and Guidelines, the SSS Service Quality Framework demonstrates the integration of the ISSA Service Quality Guidelines into the SSS Quality Management System (QMS) using existing QMS structures and mechanisms. Thus, making the Guidelines an integral part of the SSS QMS.
WHY IT SHOULD BE RECOGNIZED	SSS implemented the QMS standards to carry out its mandate and ensure the high quality of service given to its members. This is consistent with its policy to provide prompt, convenient, reliable and meaningful social security protection services to its members and their beneficiaries, such that they will receive the benefits due them in times of contingencies. As an initial scope of the QMS to be ISO-certified, the SSS implemented ISO 9001 QMS with the Registration and Coverage System (RCS) of Diliman Branch as the initial. Consequently, SSS Diliman Branch was awarded with the ISO 9001:2008 Certificate in July 2011 as one of the early government agencies that receive such Certificate. Subsequently, the QMS was expanded to cover 26 more branches nationwide over a period of five (5) years. In 2016, the QMS scope was extended to include the Death, Disability and Retirement Processes in the certification of Camiling Branch and in the renewal of ISO 9001:2008 Certificate of Diliman Branch. Notably, the ISO-certified branches improved their respective operations as evidence with the high net customer satisfaction ratings received annually from an independent Survey Agency. To improve further the frontline services vis-à-vis ISO-certified QMS initiatives, SSS invested in service quality to provide confidence in SSS' ability to consistently deliver quality service and enhance customer satisfaction. The SSS Service Quality Framework expresses the intent and commitment of SSS to pursue service quality in meeting needs and requirements of their members and other stakeholders, as well as identifies the organizational structures and mechanisms for service delivery. It highlights the integration of the SQ Guidelines in the business processes making it an integral part of the SSS QMS.

SUMMARY OF THE PROJECT	A corporate culture change allowing the workforce to embrace the value of service quality coupled with the employees' performance on global standard processes is a welcome challenge for SSS in the present times. This means, there is a need to institute programs that will address concerns on the growing demands not only from its members but also from other stakeholders as a result of increased SSS awareness. New trends and technologies will play vital roles as long as financial considerations will not pose any problem. Hence, prudent spending, sound investments and good governance are ingredients for the over-all success of the quality initiatives of the institution. As a strategy, SSS implemented the QMS to improve business processes to consistently meet customer requirements and enhance their satisfaction. At the same time, the SQ Program was integrated into the QMS to put value on services provided to both internal and external customers. Thus, providing better customer experience that exceeds their expectations. A Five (5) Year SQ Implementation Plan was synchronized with the Six (6) Year QMS Implementation Plan covering the offices in the Main Office and all the branches system-wide which will culminate in 2022.
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