



**Tourism Infrastructure and Enterprise Zone Authority**

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**Travel Tax Department**

# **Service Quality Manual**

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# What is TIEZA?

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## INTRODUCTION TO TIEZA

Republic Act No. 9593 or The Tourism Act of 2009<sup>2</sup> declares a national policy for tourism as an engine of investment, employment, growth and national development, and strengthening the Department of Tourism and its attached agencies to effectively and efficiently implement that policy, and appropriating fund thereof.

The Act supports the establishment of Tourism Enterprise Zones (TEZs) which will contribute to the accelerated creation of employment opportunities by encouraging and supporting investments in the development and operation of these zones.

These TEZs will be the centers of tourism development in the country and are created with the objective of providing the necessary vehicle to coordinate actions of the public and private sectors to address development barriers, attract and focus investment on specific geographical areas and upgrade product and service quality.

The Tourism Infrastructure and Enterprise Zone Authority or **TIEZA** (formerly Philippine Tourism Authority), an attached agency to the Department of Tourism, is mandated to designate, regulate and supervise the TEZs established under this Act, as well as develop, manage and supervise tourism infrastructure projects in the country. It shall supervise and regulate the cultural, economic and environmentally sustainable development of TEZs toward the primary objective of encouraging investments therein.

The TIEZA will be governed and its powers exercised by a Board of Directors (TIEZA Board) composed of The Department Secretary, The TIEZA Chief Operating Officer, The Tourism Promotion Board Chief Operating Officer, the Department of Public Work and Highways Secretary, the Department of Environmental and Natural Resources Secretary, the Department of Internal and Local Government Secretary, and five (5) representative directors that will be recommended by the Tourism Congress.

## **TIEZA Mandate**

- To designate, regulate, and supervise tourism enterprise zones established under R.A. 9593
- To develop, manage and supervise tourism infrastructure projects nationwide
- To provide technical and financial assistance to qualified tourism projects, investors and proponents (both government and private)
- To generate revenues to fund both national and corporate developmental needs and/or undertakings
- To exercise PTA functions under P.D. 564

## **INTRODUCTION TO TRAVEL TAX**

### ***WHAT IS TRAVEL TAX?***

The travel tax is a levy imposed by the Philippine government on the following individuals who are leaving the country irrespective of the place where the air ticket is issued and the form or place of payment, as provided for by Presidential Decree (PD) 1183, as amended by P.D. 1205 and Batas Pambansa Blg. 38:

- Citizens of the Philippines
- Taxable Foreign Passport Holders
- Non-Immigrant Foreign Passport Holders who have been staying in the Philippines for more than one (1) year.

Pursuant to Section 73 of the Republic Act 9593, fifty percent (50%) of the proceeds from travel tax collections shall be accrued to the Tourism Infrastructure Enterprise Zone Authority (TIEZA), forty percent (40%) shall accrue to the Commission on Higher Education (CHED) for tourism-related educational programs and courses, and ten percent (10%) shall accrue to the National Commission for Culture and Arts (NCCA).

# TRAVEL TAX DEPARTMENT

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## TIEZA TRAVEL TAX DEPARTMENT CUSTOMER EXPERIENCE STATEMENT

- We want our customers to experience excellent travel tax services by continually improving systems and processes for the effective and efficient management of travel tax.
- We assure our customers, by means of transparent information, that their travel tax payments benefit the people through the projects and programs funded by travel tax collections.
- Our customers shall be assured of consistent, swift, reliable and accurate travel tax services by our courteous and competent frontliners.

## TRAVEL TAX DEPARTMENT CUSTOMER SERVICE STANDARDS

- Treat All Customers with Respect
  - Treat others the way you want to be treated.
- Maintain a Neutral and Fair Attitude Toward All People
  - Every customer or passenger should receive impartial treatment, free from bias. Fair and equal treatment must be afforded to all customers.
- Demonstrate Appearance and Behavior that Reflects Positively as a TIEZA representative. How you dress makes a statement about your attitude. All TIEZA representatives shall wear the prescribed uniforms of the organization. What you wear sometimes has an effect on how you feel and care about what you are doing and how the customer shall react to you
- Focus Your Attention on the Customer. Focus on the customer with a clear and open mind. Make yourself 100% available. Your body language tells a lot about how you really feel.
- Respond Knowledgeably and Provide Current and Accurate Information. You shall strive to assist every customer to the best of your ability. Every customer is looking for assistance throughout the process.
- Go the Extra Mile to be Responsive to the Customer's Needs. The TIEZA representative shall strive to make the customer's experience as pleasant as possible.
- Maintain a Professional Attitude. Professionalism is exhibited by work performed in an ethical, competent and positive manner.
- Promote Team Work. It is the ability to work together towards a common vision. The ability to direct individual accomplishment toward organizational objectives. It is the fuel that allows common people to attain common results.
- Follow Through on Commitments. Quality customer service is matching customer needs and customer expectations.

- Respond in a Timely Fashion.  
Give the customer the time that is deserved. Research shows that the most frustrating aspect of waiting is not knowing how long the wait shall be.
- Make a Difference to Your Organization.  
Establish your own vision of customer service based on what you know. Your style of customer service shall be a reflection of you. Develop a style that fits your comfort level so that you can be since and consistent.

## WHAT CAN THE PUBLIC EXPECT FROM US?

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### WHAT IS CUSTOMER SERVICE?

Customer service is the provision of service to customers before, during and after a process. The perception of success of such interactions is dependent on employees "who can adjust themselves to the personality of the guest".[1] Customer service is also often referred to when describing the culture of the organization. It concerns the priority an organization assigns to customer service relative to components such as product innovation and pricing. In this sense, an organization that values good customer service may spend more money in training employees than the average organization, or may proactively interview customers for feedback. (Wikipedia)



### ***CUSTOMER SERVICE KEY ELEMENTS***

#### WHAT DO CUSTOMERS LOOK FOR?

- Competence – Customers expects to deal with someone who knows his job.
- Problem Free – Customers expects completeness of their requirement when transacting with the department. Getting it right the first time.
- Timeliness – Customers expects the process to be completed within the time specified in the Citizens Charter.
- Caring – Customers want to be treated with respect and warmth.

## **LEVELS OF SERVICE STANDARDS**

- CUSTOMER DISSATISFACTION – Not meeting customer expectations
- CUSTOMER SATISFACTION – Meeting customer expectations
- CUSTOMER DELIGHT – Meeting expressed needs which are beyond normal customer expectations.

## **5 DIMENSIONS OF SERVICE QUALITY (RATER)**

- RELIABILITY – is the ability to perform the promised service dependably and accurately.
- ASSURANCE – is the knowledge and courtesy of employees and their ability to convey trust and confidence.
- TANGIBLES – which include physical facilities, equipment, personnel and communication materials.
- EMPATHY – is the individualized attention provided to customers.
- RESPONSIVENESS – is the willingness to help customers and provide prompt service.

# SIMPLE ACTION HUGE RETURNS

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## HOW DO I REPRESENT TIEZA?

### VISUAL ELEMENTS (APPEARANCE, GROOMING AND HYGIENE)

#### UNIFORM

- Wearing of prescribed uniform with ID and name tag.
- Black closed shoes for women and Black leather shoes for men.

#### ACCESSORIES

- Only 5 visible pieces of accessories/jewelries for women. (e.g. Earrings, ring, etc.)
  - Pearl or stud earrings are preferred
  - Avoid bracelets with charms.
  - Remember “Less is more”
- Maximum of 2 visible jewelries for men. (e.g. Watch and ring)

#### GROOMING

- Hair must be away from the face.
- Clean and dandruff free.
- Natural-looking color.
- Light make-up for women.
- Clean shaven or well-trimmed moustache and beard for men.
- Short and clean finger nails.

#### POSITIVE NON-VERBAL COMMUNICATION

- Eye Contact
  - Always look into the customer’s eyes. Directly address customers.
- Smiling
  - Sincere and appropriate smile
- Hand Shake
  - Professional hand shake if appropriate – web to web, firm and warm.
- Posture
  - Shall express attention, friendliness and openness. Never slump in a chair or lean against a wall while interacting with a customer.
- Hand Gestures
  - Use movements to emphasize what you say and feel.
  - Avoid closed fist or pointing fingers. An open hand gesture is preferred.





## **SPEECH CHARACTERISTICS (verbal and vocal)**

- Tone of voice, rate of speech (tempo), volume and ability to pronounce (diction) are qualities that to meaning attached to verbal messages.
- Your voice shall reflect confidence, enthusiasm, optimism and sincerity.
- Avoid dull and colorless speech, talking too fast or too slow, monotone, mumbling and strong accent.
- Avoid using jargons, terminologies and technical terms when talking to customers.
- The best rule is to be yourself, communicate well and be understood.

## **TELEPHONE ETIQUETTE**

- Pick up the phone in three rings. More than three rings signals chaos or inattentiveness on the part of TIEZA.
- Greet the caller, e.g, **“Good \_\_\_\_\_. Thank you for calling TRAVEL TAX DEPARTMENT, this is (name), how may I help you?”**
- Your voice on the phone shall reflect confidence, enthusiasm and sincerity.
- When putting the customer on hold:
  - Ask them first if you can put them on hold; wait for them to say “yes” or “no” and then explain it shall be only for a minute.
  - Thank the customer.
- End the call on a positive note and thank the customer.

## **WORK BEHAVIOR**

- Always be on time.
- Be composed. Do not get rattled easily.
- Follow the chain of command.
- Be accountable for your actions.
- Give feedback on time.
- Make a to-do list.
- Go to work prepared.
- Treat others how you want to be treated.
- Maximize time for work.
- Master your job.
- Take criticisms well.
- Love your job.

# HANDLING DIFFICULT SITUATIONS

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*"The Customer may not always be right; but they always have the right to complain and be treated the right way"*

## Guidelines When Faced with a Difficult Customer

### Hear them out

- \* Put yourself in his situation.
- \* Let him talk and vent.
- \* Do not interrupt
- \* Do not come in with logic or reason
- \* Take notes and actively listen

### Empathize

Empathy means understanding your customer's point of view, regardless of whether or not you agree. Some empathic phrases to practice and remember are:

*"I understand why you feel that way."*

*"I see your point of view."*

*"I hear what you are saying."*

*"I am sorry that happened."*

### Apologize

Keep these 3 tips in mind when stating your safe apology:

1. State only the facts of the situation. (NEVER share a hunch or your opinion as to what caused the issue.)
2. Do not assume fault for the mishap and do not blame others.
3. Apologize for the impact the situation had on the customer, not the issue itself. For example, *"I'm sorry for any frustration this may have caused you."*

### Respond

- \* Give an ego message
- \* Recognize his feelings
- \* Restate the problem in your own words

- \* Identify alternatives; suggest solutions
- \* Thank the customer for complaints.
- \* GO THE EXTRA MILE!

**Thank the customer**

**Thank the customer for complaining** - You shall consider yourself lucky that the customer is prepared to give up their time and money to let you know they have a problem, instead of just walking away - a complaint is a gift.

**AVOID EMOTIONAL TRIGGER PHRASES**

- Avoid using a trigger or “no” phrase.
- The use of calming or “yes” phrases further strengthens the partnership with the customer. Use calming phrases to describe what you can do for the customer to solve his/her problem.

TRIGGER PHRASES	CALMING PHRASES
Policy	Here is what we can do...; Here is how we can handle this... (quote the policy; Just do not call it “policy”)
Can not	Can
Sorry	Thank you
No/I do not know	I can find out
But	And
You shall have	Let us do this (move to the future, not the past)
Why did not you	I can see why
The only thing we can do	The best option, I think

## SET LIMITS WITH ABUSIVE CUSTOMERS

- If you have a customer who is loud or abusive or cannot be calmed down, gently set limits:
- If you know the customer's name use it.
- Use a sympathetic tone of voice to request the customer's cooperation and include a help statement, such as:

“Mr. Young, I really want to help you. I am finding it difficult as long as you continue to use this language. I can help you resolve this. Will you let me help you?”

This type of statement clearly and respectfully communicates your desire to help if the customer will let you.

- Firmly explain that you are unable to continue the conversation until the customer is in control.
- Thank the customer for bringing the problem to your attention.

Whether in person or on the phone, dealing with distraught or difficult people requires special skills and a heightened sense of awareness. Remember to use these skills with your associates as well as your customers.

### **Don't buy into it:**

Take it professionally, not personally.

Stay calm and do not get angry when dealing with angry people.

### **Watch your body language:**

Do not back away.

Do not use negative body language (for example, crossing arms).

Drop your shoulders to create a more relaxed stance.

Maintain a neutral attitude.

Look at the person.

### **Listen to your vocal message:**

Project the volume and pitch that you want the other person to emulate. Lower your voice.

Speak a little slower, this can have a calming effect.

## **If A Customer is Out of Control**

- If a customer is out of control or appears to be intoxicated and moving on is not a solution, politely but firmly ask the customer to leave or terminate the phone conversation.
- Do not hesitate to ask for assistance or call for security whenever you feel endangered or feel the situation is getting out of control. Ask your supervisor or co-worker what you shall do in these types of situations.
- If the customer continues asking or arguing, repeat what you said politely, yet firmly. You may have to do this several times. Eventually most people shall quit arguing.

## **OTHER POINTS TO REMEMBER WHEN HANDLING DIFFICULT SITUATIONS**

- If you receive several complaints involving the same type of situation, is there anything you can change to eliminate the problem?
- If not, let your supervisor or co-worker know.
- It may be time that someone looked at the procedures or dynamics of the situations to determine if system changes are needed.
- Find out how your department is doing, and help to prevent problems from occurring by sending surveys to your customers.
- Always remember to put yourself in the customer's situation.
- If you are unable to provide information because it exceeds what you are authorized to provide, help the customer find the answer

