CWD ACTION PLANNING WORKSHOP

DOCUMENTATION REPORT

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DOCUMENTATION REPORT

February 8-10, 2006
Astoria Plaza Hotel, Pasig City, Philippines

DISCLAIMER

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development of the United States Government.

TABLE OF CONTENTS

LIST OF ACRONYMS iii

I. Background 1

II. Objectives 1

III. Workshop Proper 2

A. Leveling of Expectations 2

B. Customer Service Systems & Processes 3

C. Magna Carta Review 4

D. Revisiting CWD 6

E. Action Planning 7

IV. Recommendations 8

Annexes 9

A. Program Of Activities 10

B. Participants 11

C. Customer Service Systems and Processes (Group Outputs) 12

D. Team Presentations 16

E. CWD Mission-Vision 26

LIST OF ACRONYMS

CAS	-	Consumer Affairs Service of the Energy Regulatory Commission
CELCOR	-	Cabanatuan Electric Corporation
CWDO	-	Consumer Welfare Desk Officer
DANECO	-	Davao del Norte Electric Cooperative, Inc.
DASURECO	-	Davao del Sur Electric Cooperative, Inc.
DECORP	-	Dagupan Electric Corporation
DOE	-	Department of Energy
DU/DUs	-	Distribution Utilities
EC/ECs	-	Electric Cooperatives
ECAP	-	Energy and Clean Air Project of the USAID
EPIRA	-	Electric Power Industry Reform Act
ERC	-	Energy Regulatory Commission
ISELCO II	-	Isabela II Electric Cooperative, Inc.
MECO	-	Mactan Electric Company
NEA	-	National Electrification Administration
NEECO III	-	Nueva Ecija III Electric Cooperative
PU/PUs	-	Private Utilities
QUEZELCO I	-	Quezon I Electric Cooperative, Inc.
SOCOTECO I	-	South Cotabato I Electric Cooperative, Inc.
SUKELCO	-	Sultan Kudarat Electric Cooperative, Inc.
TEACH	-	Teaching Experts and Advocates for Change
TRANSCO	-	National Transmission Corporation
VECO	-	Visayan Electric Company, Inc.
VRESCO	-	VMC Electric Cooperative, Inc.
USAID	-	United States Agency for International Development

I. Background

The Energy Regulatory Commission (ERC) established the Consumer Welfare Development (CWD) Program in June 2005, a project geared towards improving the customer service skills of the Philippine distribution sector in line with the mandate of the Electric Power Industry Reform Act (EPIRA).

Through the assistance of the USAID's Energy & Clean Air Project (ECAP), three (3) regional basic customer service trainings were conducted from July to August 2005 for Consumer Welfare Desk Officers (CWDOs) from select electric cooperatives (ECs) and private- utilities (DUs).

From the three (3) batches, fifteen (15) outstanding participants were selected to undergo an advanced training program entitled TEACH (Teaching Experts and Advocates for Change) held last August 17-19, 2005. By virtue of graduation from the program, the candidates were given accreditation by the ERC as official CWD trainors.

In line with the implementation of the CWD, the accredited trainors will be dispatched to conduct training workshops from March to May 2006 for the remaining CWDOs required to undergo a training on "Basic Customer Service Skills. "While the CWD trainors are required to organize and manage these workshops, they lack the project management skills to operationalize this task. An action planning workshop was necessary to address these concerns and to establish the support mechanism that the ERC and ECAP will jointly provide to ensure the completion of the objective by June 2006.

This activity incorporates a CWD program review and refresher course, systems and processes assessment workshop, and strategic planning workshop.

II. Objectives

The Action Planning workshop was held on February 8-10, 2006 at the Astoria Plaza Hotel, in Pasig City. Said workshop served as a follow-on activity to the TEACH Trainors' Training under the umbrella CWD program. It was designed to realize the following objectives:

1. Re-convene the CWD trainors to strengthen linkages within the group, the ERC and the ECAP for the organization and coordination of workshop operations.
2. Reasses the knowledge and skill level of the trainors and prepare them to conduct the workshop themselves.
3. Familiarize the trainors on the basics of customer service practices, systems and processes from a private sector perspective.
4. Revisit and refine the program module as well as the materials used in the CWD workshops.
5. Guide the trainors in developing the action plans for the implementation of the CWD program and crafting the CWD Mission and Values Statement.

III. Workshop Proper

A. Leveling of Expectations

The workshop facilitator, Ms. Soledad "Ulla" Tioseco, started the session with an activity called Knowledge, Skills, and Attitude (KSA). In a sheet of paper, trainors were asked to assess their current knowledge and skills and identify the skills they want to develop and improve before and after the CWD Action Planning Workshop. They were then asked to share their answers with the group.

On their level of knowledge, trainors said they are confident with their knowledge and skills relating to the following: the CWD Program; the Magna Carta; consumer rights and obligations; technical issues relating to electricity; cooperatives expectations; customer service; doing presentation materials; and communication skills.

On the sufficiency of skills needed by trainors, majority said they have sufficient skills on: public speaking; making presentations for trainings; identifying different types of people; intertwining customer service with the ERC rules; handling the different expectations and complaints of the customers; promoting teamwork; and rallying people towards a common goal.

On the value of the CWD Program, the trainors shared that they value the Program because it gives them the opportunity to be of service to other people; to impart their knowledge to others; to motivate people to feel good about themselves in rendering customer service; to gain more knowledge on customer service; and to become a better and effective leader because of its relevance to their present duties.

On the skills, knowledge, and qualities they hope to acquire after the workshop to become more effective trainors, the participants shared the following: have better understanding of ERC Rules, customer service and people management; improved communication skills; familiarity of dialects; and mastery of training modules, Magna Carta and principles of the CWD.

Most of the trainors visualize themselves to be experts in the following: preparation of presentation materials and other visual aids; strategic planning techniques, customer handling; customer behavior; and changing the mindset of people from being critical to being appreciative.

The last part of the activity was identifying what the CWD trainors would like to value in the training. Their answers include: commitment in serving the community; relationships formed within their organizations and other DUs outside their community; sensitivity to others' needs and reactions; honesty; sincerity; professionalism in the workplace; and last but not least, putting action into what they have learned.

After the session, ERC Commissioner Oliver Butalid gave the opening address and shared his vision for the CWD. According to Commissioner Butalid, CWD aims not just to follow the law but also to institutionalize and systematize the reception of complaints. He regarded the CWD officers as representatives of the spirit of reform which is why

each of them has to have the will and the passion for what they are doing. If the passion is not there, then the program will not produce best results. Competence, integrity, and passion are the attributes to be developed in order to be a good trainor. *"If the CWD Program will fly, it will be something that utilities can claim credit for,"* reiterated Commissioner Butalid. According to him, the program's success highly depends on how the trainors motivate the people on the urgency of the reform.

The Commissioner also cited inspirational lines and phrases from some of the books he read. One of these was *"Built to Last,"* a book on staying power. He defined the core purpose of any institution or company to be something that should last for a hundred years and not to be mistaken as a goal or strategy. It is something that should forever be pursued but not reached; something to inspire but not change. He cited the core purpose of multinational companies as examples such as Walt Disney's *"make people happy"* and Nike's *"experience the emotion of competition."*

Commissioner Butalid stated his core purpose for CWD, which is *"To make every electric consumer smile."* He wanted every trainor to be able to hone their skills and competence to meet the objectives of the program. *"If there is no yearning to learn, you will always be in the middle of the road."* He also encouraged trainors to be good conversationalists because good conversations with people lead to success.

Another book that Commissioner Butalid cited was "*BLINK"* He shared the secret of success of Bob Golom, a virtuoso of a salesman. Despite his unattractive features, he was able to sell at least 20-30 cars a month because of the three rules he lived by, which are to *"take care of the customer, take care of the customer, and take care of the customer."* This showed the importance of never judging a person based on his looks. Commissioner Butalid emphasized the importance of customer service by sharing the reasons why financially stable companies in the United States are succeeding. Some of these reasons were that these companies were more concerned on customer relations. The book explained that attentiveness is the best gift we can give our customers; not only hearing, but also listening intently on what they have to say.

Commissioner Butalid wrapped up his speech by reminding the trainors to yearn for more knowledge and not be satisfied with the seminars they attend. Learning is a process that is never ending and it will be a tool in becoming an effective trainor.

B. Customer Service Systems & Processes

After Commissioner Butalid's speech, the lecture proper followed. Ms. Marlyn Angeles gave the first lecture on *"Managing Your Customer Service Experience"*. She asked the trainors to go by pairs and share with each other their good or bad experiences on being customers. They were then asked to share these with the whole group.

Good and bad experiences shared by the participants put significant focus on the ability of the customer service personnel to be accommodating and friendly. Examples include: a guard on duty in an airline company who was very accommodating and friendly to all the customers of the company and a grocery store saleslady who pushed the cart for the

customers. Ms. Angeles derived an observation that a customer service desk officer not only represents himself or his department but also the entire company.

The seminar progressed to the discussion on *How to Manage the Customer Service Experience*. She said that the modern customer not only expects a good quality product but also a superior service to go with it. In discussing the Customer Service Experience Chain, she asked the group to divide themselves into four. Each group was assigned a step or two in the Customer Service Experience Chain (Awareness – Purchase – Delivery – Use – Billing – Collections – Problem) where they have to cite instances or issues according to their respective organizations. After 15 minutes, representatives of each group were asked to share their answers. The results of the sharing are presented in detail in Annex C (*Customer Service Experience Chain*).

The discussion moved on to *Signs of a Customer-Centered Organization*. Ms. Angeles pointed out that a customer who complains trusts the company because he knows it can do something about his complaint—which is why complaints should be treated as a process of learning and improvement in an organization.

On the subject, *Rules of First Class Customer Care,* Ms. Angeles shared that service recovery phase is important and extra miles should be given to customers. *Service Leveling Standards* followed where standards for customer service should be obtained. Ms. Angeles then had a run through on *Effective Service Recovery* where another activity took place on the core attributes of Service Recovery. She asked the four groups to answer three questions on Customer Recovery based on their experiences in their respective organization, related with the steps they were assigned to in the Customer Experience Chain. A representative of each group reported their answers, details of which can be found under Annex C (*Q1: "What Are the Common Service Failures or Customer Complaints You Receive?" Q2: "What is Your Customer's Expectation for Each Step?" Q3: "Why Do You Think There Was A Service Lapse?")*

The first part of the lecture ended with the discussion on the *Key Success Factors for an Effective Recovery Task* followed by the *Key Success Factors of Customer Satisfaction*. Ms. Angeles immediately moved on to the second topic, *Customer Service Systems & Processes*. She discussed the Development of Service Indicators and the Service Recovery Tool Kit. The discussion continued and ended with the Cause and Effect Diagram of the Service Recovery Tool Kit.

Ms. Angeles summed up her lecture by giving the trainors a few reminders and key points in the Service Recovery Tool Kit.

C. Magna Carta Review

The second day of the training started at 9:00 am with an icebreaker.

Atty. Maria Corazon C. Gines then discussed two important regulatory issuances: *Magna Carta for Residential Electricity Consumers* and the *Distribution Services and Open Access Rules* (DSOAR). She started her lecture with the issues on VAT. She pointed out that the Customer's VAT input is the Seller's VAT output. She also defined

the difference of renewable energy sources from non-renewable energy sources through examples like hydroelectric air, a renewable source, and coal and diesel which are non-renewable energy sources.

Various concerns were pointed out as Atty. Gines went on with her lecture. The following were the questions raised:

Q: "Who is the competent company that will determine the generation mix of NPC?"
- *(Mr. Allan Laniba of DANECO)*
A: "NPC itself."

Q: "Para kanino yung VAT, Treasury or Government (Where does VAT go, Treasury or Government)?" - *(Mr. Cirilo Camay of ERC Davao)*
A: "It goes to the government. The Treasury is part of the Government and is the actual repository of the money."

Q: "Why does the cooperative have to pay to TRANSCO and not directly to BIR?"
A: "It is based on the same principle on why the DU pays Transco."

Q: "Is it okay for DUs to use bill deposits?"
A: "No, it could only be used to pay off obligations at the termination of the contract."

Q: "Is it the choice of the customer to buy the meter?"
A: "Yes, however, he should not be compelled to buy one. The choice to buy the meter must be voluntary."

Q: "How do you differentiate Residential from Commercial?"
A: "DUs have different ways of classifying their respective customers."

Q: "Does a different meter reading imply meters in defective accuracy?"
A: "No, different meter readings are normal. Different meter readings only imply that meters slow down due to its wear and tear over the long period it had been used."

Q: "Can the cooperative compel the customer to relocate his meter?" - *(Mr. Cirilo Camay of ERC Davao)*

A: "Yes, provided the customer caused the meter to fail to comply with the standards set by the Commissioner."

D. Revisiting CWD

Ms. Tioseco began her session with a review of the CWD program in the form of an icebreaker. She divided the group into four and asked questions on the CWD Program that was discussed in earlier seminars. To answer, all group members must stand at the same time with their right hand in their chest. The group with the most number of correct answers wins the game.

Ms. Tioseco then moved on to a refresher of the CWD program wherein she identified which slides are essential to use in conducting their seminars. She also gave them some spiels and suggestions on how to make subjects more interesting to present.

After the refresher of the CWD Program, Ms. Tioseco discussed the importance of Mission in their work. According to her, there are two important things in life a person should have – a compass, which gives direction in our lives and a watch so people can manage time wisely. She then moved on to the topic of *Leadership Philosophy.* The group was divided according to their areas – Luzon, Visayas, and Mindanao for an activity. The trainors had to cite three people, three books, articles, movies, or tapes that had the deepest impact and have helped form the foundation of their leadership philosophy. Each was asked to share in their respective groups.

In another activity, the trainors were asked to pick and complete three statements from the selection given which are related to leadership. After completing the statements, each group was asked to make one leadership statement that best describes the group. The group's statement was then presented at the last day of the seminar.

Leadership Vision was the next topic discussed. Ms. Tioseco asked each trainor to identify three of their board members, who will be the same three people in their community that will be sitting with them in the table and make important decisions for the community. She also asked them to envision the effect of the CWD program to themselves and what they want to leave to the people they will train. She asked them what would be the one thing that will leave an impact in their lives.

The last topic discussed was *Leadership Values*. The groups were asked to list down five descriptions of each and share it among themselves. Afterwards, they come up with five common values and define them. This was the conclusion of Ms. Tioseco's session.

The third and last day started with an energizer to liven up the group. After that, Ms. Tioseco went straight to the lecture wherein the group recalled the "challenges" they had before they attended the seminar. She reminded the group that the CWD Program is something that the trainors worked hard for and is something that they can own, which makes it very important.

The first activity for the day was to fill in the blanks of their challenge statement which is: *"To conduct the CWD Program to _____ personnel totaling _____ batches in all DUs in _____ by 31 May 2006."* The trainors went with their respective groups and identified the target number of personnel they aim to train. This will be presented at the end of the day.

The group proceeded to another activity that delved on the issues and problems the group might encounter in their respective areas. Each group was asked to list down on index cards the problems and issues they foresee to encounter. The index cards were posted on the walls for everyone to see. The groups were asked to develop a solution for each problem using the payoff Matrix illustrated by Ms. Tioseco.

E. Action Planning

Ms. Tioseco discussed the Work Out sheet which included the problem statement, general solution for the problem, key actions, key drivers, implementation support, and the target dates. Each group was asked to develop each work out factors for every problem in their areas. This will be reported to the group at the end of the day. See attached Annex D "Team Presentations".

IV. Recommendations

Ms. Jo Mangila from ECAP attended the presentation along with Commissioner Oliver Butalid. Ms. Mangila and Commissioner Butalid had a few concerns and comments regarding their presentation.

The following were the concerns raised by Commissioner Butalid:

1. ***High involvement of the trainors in the project management process.*** According to him, the trainors cannot be the ones to conduct the seminar and at the same time organize it. He wants them to focus and concentrate on their presentations and the seminar proper only and not with the coordination because they will lose their focus on their primary task, which is to conduct proper CWD training.

2. ***The plotting and scheduling of the trainings.*** None of the trainors are residents of the areas they chose to hold the seminars in, thus coordination in those areas would be very difficult. Aside from that, coordination in those areas could not be expected from the regional heads because there is no guarantee that they will take time to arrange the preparations.

3. ***The system of documentation*****.** No trainor should be solely designated to document trainings since he/she should be present in every training schedule. Commissioner suggested someone not involved with the program, perhaps an ERC representative, should document the trainings. This is primarily because it is not only the training process that will be evaluated but the trainors themselves as well. There should also be a uniform system for evaluation so that criteria can be set on how to document and evaluate trainings.

4. ***Miscellaneous.*** Materials and rates should be standardized in all areas like the honorarium rates, etc. so as to avoid comparison. There should be uniform presentation materials to be used, which should be checked by a professional. Little details like uniform, backdrop, certificates, etc. should also be looked into. These are things that the trainors might not be able take note of if they become the organizers of the training, having a lot of things in their minds to consider. Ms. Tioseco already gave the materials to be used, and discussed the slides that were essential to present in the training. According to her, she wanted to leave it up to the trainors for any additional creative slides they might want to add. However, the Commissioner wanted to have the final materials so as to avoid confusion among trainors.

In response to the points raised by Commissioner Butalid, Ms. Jo Mangila mentioned that since the trainings require a lot of preparations, perhaps ECAP can provide assistance in areas such as: Program Assistance Support Group wherein ECAP will help coordinate the organization of the seminar. Consistency in Message of Training is also important according to her. ECAP can help the ERC ensure that the trainors are communicating the proper message by providing consistent materials for the training. A post training evaluation will be developed in order to monitor the effects of the training to the trainees.

At the end of the discussion, the Commissioner expressed enthusiasm in discussing his concerns in a different venue and coming up with a proper solution for each area of concern. He found the seminar outline to be very effective because it regained the momentum of the trainors and helped them gain confidence.

Annexes

A. Program Of Activities

Date/Time	Activity	Facilitator/Speaker
Day1: Feb. 8, 2006		
10:00 – 10:15	Registration	
10:15 – 12:00	Leveling of Expectations	Ulla Tioseco
12:00 – 1:00	LUNCH	
1:00 – 3:00	Opening Ceremonies: Opening Address CS Systems & Processes	 ERC Comm. Oliver Butalid Marlyn Angeles
3:00 – 3:15	PM SNACK	
3:15 – 6:00	CS Systems & Processes (Continued)	Marlyn Angeles
6:00 – 8:00	DINNER	
Day2: Feb. 9, 2006		
8:00 – 10:15	Revisiting CWD	Ulla Tioseco
10:00 – 10:15	AM SNACK	
10:15 – 12:00	Revisiting CWD (Continued) Magna Carta Review	Ulla Tioseco Atty. Marizon Gines/ERC Consumer Affairs Service
12:00 – 1:00	LUNCH	
1:00 – 3:00	CWD Strategic Planning (Work Out)	Ulla Tioseco
3:00 – 3:15	PM SNACK	
3:15 – 6:00	Action Planning (Work Out)	Ulla Tioseco
6:00 – 8:00	DINNER	
Day2: Feb. 10, 2006		
8:00 – 10:15	Action Planning (Work Out)	Ulla Tioseco
10:00 – 10:15	AM SNACK	
10:15 – 12:00	Action Planning (Work Out)	Ulla Tioseco
12:00 – 1:00	LUNCH	
1:00 – 3:00	Presentation of Workshop Outputs	
3:00 – 3:15	PM SNACK	
3:15 – 6:00	Closing Ceremonies	Ulla Tioseco

B. Participants

Name	Utility/Unit
Jose Marie Bayona	Formerly from VMC Electric Cooperative
Roel Venus	MECO
Cirilo Casamay	ERC Davao
Diosdado Corsiga	NEA
Wilfredo Evangelista	SUKELCO
Frederico Domingo, Jr.	CWDO, DOE
Angelito Tadena	ERC Davao
Randy Castilan	DECORP
Lina Arela	QUEZELCO 1
Marirose Sibayan	ISECO II
Vinchi Catral	SOCOTECO
Ma. Clarissa Balabag	DASURECO
Gilbert Pagobo	MECO
Emily Matociños	CELCOR
Allan Laniba	DANECO
Joel Bontuyan	ERC Visayas Field Office – Cebu
Oliver Portus	ERC Visayas Field Office – Cebu
Johanna Samson	VECO
Joy Cruz-Daliling	University of the Cordilleras

C. Customer Service Systems and Processes (Group Outputs)

CUSTOMER SERVICE EXPERIENCE CHAIN

AWARENESS	PURCHASE	DELIVERY	USE
• Radio Ads • Pre-membership seminars • Information Drive	• Inspection by local gov't. • Approval by the gov't. • Final Inspection	• Issuance of turn-on order • Calibration of kW meter & assign meter no. • Installation of kW meter & service drop wire.	• Electricity consumption • Complete information for customer.
BILLING	**COLLECTIONS**	**PROBLEMS W/ SERVICE**	
• Meter Reading • Delivery of bills (courier, messenger) • Bill contains unbundled components and standard info	• Schedule is standard • Cash/Credit • Collection centers or through collector (geographically distributed)	• Personal • Phone inquiries • Letters (complaints, queries, construction of lines) • Media (print and broadcast) SMS and email website	

Q1. WHAT ARE THE COMMON SERVICE FAILURES OR CUSTOMER COMPLAINTS YOU RECEIVE?

AWARENESS	PURCHASE	DELIVERY	USE
Group 1		**Group 2**	
Complaints: • Time delays • Discomfort (venue) • Speaker (clarity)	Complaints: • Disapproved applications • Process takes too long (depends on local government e.g. permits). • No meter available • ERC Collaboration	• Final Inspection • Issuance of turn-on order • Calibration of kWh meter, assigning of meter number. • Installation of kWh meter and service drop wire and other accessories.	• Electricity Consumption • Complete information for consumer.
BILLINGS	**COLLECTIONS**	**PROBLEMS W/ SERVICE**	
Group 3		**Group 4**	
• No reading • Delay of delivery and undelivered bills • Bill components confuse consumers • Attitude	• No available change • Accessibility of collection centers • Time constraints	• Behavior of employees • Bills, rates, and fees related • Slow response (installation, energy, etc) • Favoritism • Frequent interruptions • Disconnection policy • Processing of application	

Q2. WHAT IS YOUR CUSTOMER'S EXPECTATION FOR EACH STEP?

AWARENESS	PURCHASE	DELIVERY	USE
Group 1		**Group 2**	
Expectations: • Fast service • Accurate Info • Approval as a matter of course	Expectations: • Fast service • Accurate Info • Approval as a matter of course	Complaints: • Inspection takes too long • Re-scheduling of installation Expectations: • Shorter waiting time for inspection • No re-scheduling	Complaints: • Power interruption • Fast kWh meter • Voltage Fluctuation Expectations: • No power interruptions • In case of any, notice is expected ahead of time. • Fast restoration of power • Accurate kWh meter

BILLINGS	COLLECTIONS	PROBLEMS W/ SERVICE
Group 3		**Group 4**
• Accuracy of reading • Consistent reading schedule • Polite personnel	• Availability of change • Strategic collection center • No room break	• Fast and better services • Approachable and helpful employees • Clear, concise, easy to understand bill charges • Reliable, efficient distribution systems • Proactive CWD

Q3. WHY DO YOU THINK THERE WAS A SERVICE LAPSE?

AWARENESS	PURCHASE	DELIVERY	USE
Group 1		**Group 2**	
Reasons: • Budget Constraints • Lack of Management Support for costumer-centered practices • Government Bureaucracy • Speaker is not costumer-centered	Reasons: • Budget Constraints • Lack of Management Support for costumer-centered practices • Government Bureaucracy • Speaker is not costumer-centered	Reasons: • Longer processing time • Lack of coordination/communication	Reasons: • Power reliability • Gap during turn-over duties Irregular voltage inspection
BILLINGS	**COLLECTIONS**	**PROBLEMS W/ SERVICE**	
Group 3		**Group 4**	
• Defective meters • Average billing	• Unprepared ness • Lack of personnel	• Bulk of sellers lost letters • Miscommunication among units concerned • Network problem • No SOP • Passive, indifferent employees • Lack of manpower	

D. Team Presentations

VISAYAS TEAM

Vision: *"A highly competent and pro-active group dedicated towards developing advocate for excellent customer service (ADECS) in the power industry".*

Batch 1 (Region VIII)

Date:	March 29-31, 2006
Venue:	Tacloban City
Participants:	(44) LEYECO I,II,III,IV,V; SOLECO; BILECO; NORSAMELCO; ESAMELCO; SAMELCO I,II
Resource Persons (RPs):	(3) Jojo, Johanna, ERC (11 COOPS)

Budget Proposal

Honorarium	PHP 12,000.00
Venue	30,000.00
Meals – Snacks	19,740.00
Lunch	18,330.00
Materials	22,000.00
Accommodation	9,600.00
Meals Outside Training	2,000.00
Equipment Rental	15,000.00
Transportation	8,000.00
Contingency	11,890.40

TOTAL	PHP 130,794.40
Per Pax	PHP 2,782.85

Batch 2 (Region VI)

Date:	April 19-21, 2006
Venue:	Iloilo City
Participants:	(44) ILECO I,II,III; CAPELCO; VRESCO; CENECO; NOCECO; AKELCO; ANTECO; GUIMELCO
RPs:	(3) Jojo, Roel, ERC (11 COOPS)

Budget Proposal

Honorarium	PHP 12,000.00
Venue	30,000.00
Meals – Snacks	19,740.00
Lunch	18,330.00
Materials	22,000.00
Accommodation	9,600.00
Meals Outside Training	2,000.00
Equipment Rental	15,000.00
Transportation	5,000.00
Contingency	13,367.00

TOTAL	PHP 147,037.00
Per Pax	PHP 3,128.45

Batch 3 (Region VII)

Date: May 17-19, 2006
Venue: Bohol
Participants: (48) CEBECO I,II,III; BOHECO I,II; NORECO I,II; PROSIELCO, BANELCO; CELCO; VECO; BOHOL LIGHT
RPs: (3) Gilbert, Johanna, ERC (12 COOPS)

Budget Proposal

Honorarium	PHP 12,000.00
Venue	30,000.00
Meals – Snacks	21,420.00
Lunch	19,890.00
Materials	22,000.00
Accommodation	9,600.00
Meals Outside Training	2,000.00
Equipment Rental	15,000.00
Transportation	2,000.00
Contingency	13,591.00

TOTAL	PHP 147,301.00
Per Pax	PHP 2,888.25

Problem Statement:			
General Solution:			
Key Actions	**Key Drivers**	**Implementation Support**	**Target Date**
Advanced collection of registration fee	Gilbert	Trainors	May 1-5
Finalize details of training	Johanna	Trainors	May 8
Trainor's pre-training Cont.	Gilbert, Johanna, Oliver	Trainors	May 16
Training proper	-ditto-	ERC/Trainors	May 17-19
Closing (Post-Training Evaluation)	-ditto-	ERC/Trainors	May 19

MINDANAO TEAM

Challenge: *"To conduct the CWD program to at least 160 personnel totaling to at least four (4) DUs in Mindanao by 31 May 2006"*

Vision: *"Competent trainors to institute pro-active changes in the power industry through the CWD program"*

Values: The CWD Trainors advocate the following values:
GOD – LOVING: making God as the center of all the undertakings of the CWD program.
LOYALTY: Faithful in carrying out the CWD vision and Mission.
RELIABILITY: consistent in giving quality trainings to the front liners of the DUs.
HONESTY: honest in small things as well as in great things.
PROACTIVITY: sees opportunities in every difficulty and challenge in every threat.

Batch 1 (Mindanao)

Date: March 22-24, 2006

Problem Statement:	To replace all logistics a week before the schedule of each training		
General Solution:	To ensure that all concerns of logistics are prepared		
Key Actions	**Key Drivers**	**Implementation Support**	**Target Date**
To procure GM's permission	Allan	ERC	Feb 20
To properly coordinate in advance venues for training	Vinchi	Management	Feb 20
To ensure security of trainors esp. in critical areas.	Willie	ERC/Mgt	March 12
To send in advance invitation for participating DUs	Khessa	Mgt/ERC	Feb 20

Problem Statement:	To get the individual DUs management support for the trainors to move on to the preparation phase		
General Solution:	To seek management's support with the help of ERC		
Key Actions	**Key Drivers**	**Implementation Support**	**Target Date**
To provide needed equipment for the training	Allan	Mgt/ERC	March 15
To properly arrange mobility schedules	Willie	Management	March 15
To prepare/provide needed materials	Vinchi	Mgt/ERC	March 15
To allocate appropriate funds for the training	Allan	Mgt/ERC	March 15
To come up with documentation of the trainings	Khessa	Mgt/ERC	March 31

Batch 3 (Mindanao)

Date: April 26-28, 2006

Budget Proposal

No. of Participants = 40
No. of RP = 2

Honorarium: 250 x 8 hours x 2.5	PHP 5,000.00
Meals: 3 @ 250 x 3	2,250.00
Snacks:6 @ 50 x 3	900.00
Venue: 3 days @ 1,500	4,500.00
Equipment Rental	5,000.00
Transportation: 3,000 x 2	6,000.00
Accommodation: 700 x 2 x 3	4,200.00
Meals Outside Training: 3 @ 250 x 3	2,250.00
Contingency (10%)	2,910.00

TOTAL	PHP 33,010.00
Per Pax	PHP 800.00

Training Proper (Per Pax)

Meals: 3 @ 250	PHP 750.00
Snacks: 6 @ 50	300.00
Supplies and materials	450.00

Total	PHP 1,500.00

Summary:

RP Expenses	PHP 800.00
Training Proper	1,500.00

Total	PHP 2,300.00

Registration	PHP 2,300.00

Problem Statement:	To get the individual DUs management's support for the trainors to move on to the preparation phase		
General Solution:	To seek management's support with the help of ERC		
Key Actions	**Key Drivers**	**Implementation Support**	**Target Date**
To procure GM's permission	Allan	ERC	March 20
To properly coordinate in advance venues	Vinchi	Mgt/ Participating DUs	March 20
To ensure security of trainors especially in critical areas	Willie	ERC/ECAP/Mgt	April 15
To send in advance invitation for participating DUs	Khessa	Mgt/ERC	March 20

Problem Statement:	To prepare all logistics a week before the schedule of each training		
General Solution:	To ensure that all concerns of the logistics are prepared		
Key Actions	**Key Drivers**	**Implementation Support**	**Target Date**
To provide needed equipment for training	Allan	ERC/Mgt	April 19
To properly arrange mobility schedules	Willie	Management	April 19
To provide needed materials	Vinchi	Mgt/ERC/ECAP	April 19
To allocate appropriate funds for the training	Allan	Mgt/ERC	April 19
To come up with documentation of the trainings	Khessa	Mgt/ERC/ECAP	May 5

LUZON TEAM

Challenge: *"To conduct the CWD Program to 268 personnel totaling 6 batches in all DUs in Luzon by 31 May 2006"*

Vision: *"We are a group of CWD trainors dedicated towards developing competent and well-trained CWDs who shall implement excellent customer service to all its stakeholders."*

Values:
RESPONSIBLE: accountable for all actions
GOD-FEARING: God is the center of the CWD Program
LOVING: Service form the heart.
LOYAL: Consistent customer-centeredness
HARDWORKING: Always striving for excellence

Training Schedule:

BATCH	DUS	RPS	DATES	VENUE
1	AEC, SFELAPCO, PRESCO, PELCO I, II, III, TARELCO I, II, ZAMECO I,II, PENELCO PUD-OLONGAPO	Clarence/Marie	March 29-31	Angeles
2	DECORP, LUECO, INECO, LUELCO, CENPELCO, PANELCO I, III, ISECO, BATANELCO, BENECO, ABRECO, MOPRECO	Clarence/Marie	April 5-7	Baguio
3	CAGELCO I, II, ISELCO I, II, NUVELCO, QUIRELCO, NEECO I,II, IV, SAJELCO, KAELCO, IFELCO, CELCOR	Dado/Lina	April 5-7	Baguio
4	BATELEC I, II, ORMECO, MARELCO, FLECO, PALECO, OMECO, LUBELCO, TIELCO, BISELCO, AURELCO, ROMELCO	Emily/Randy	April 19-21	Los Baños
5	FICELCO, ALECO, CASURECO I II, III, IV, CANORECO, SORECO I,II, TISELCO, MASELCO, QUEZELCO I,II	Dado/Lina	April 26-28	Naga
6	MERALCO	Emily/Clarence/Randy/Marie	March 8-10	Meralco

Budget Proposal (Live Out)

No. of Participants = 50	
No. of RPs = 2	
No. of ERC = 1	
Total Pax = 53	
Honorarium: 250 x 8 x 2	PHP 10,000.00
Snacks: 2 x 3 x 53	31,800.00
Lunch: 120 x 3 x 53	19,080.00
Venue: 10,000 x 3	30,000.00
LCD Projector: 4,000 x 3	12,000.00
Computer: 2,000 x 3	6,000.00
Materials: 300 x 50	15,000.00
Transportation: 680 x 2 x 3	4,080.00
Accommodation: 650 x 3 x 3	5,850.00
Staff Meals Outside Training:	
Breakfast: 120 x 3 x 3	1,080.00
Dinner: 120 x 3 x 3	1,080.00

TOTAL	PHP 135,970.00

Batch 1 (Luzon)

Date: March 29-31, 2006

Problem Statement:	To coordinate the schedules of the RP, pax and arrange venue two weeks before each training program		
General Solution:	Confirm the schedules of the RP, pax including the venue a month before each training program		
Key Actions	**Key Drivers**	**Implementation Support**	**Target Date**
Draft schedule of training	Clarence/Marie	ERC	Feb 27
Send invites	Clarence/Marie	ERC	March 5
Arrange venues	Clarence/Marie	ERC	Match 12
Confirm availability of RP and pax	Clarence/Marie	ERC	March 12

Problem Statement:	To be able to prepare all the logistics a week before the conduct of each training program		
General Solution:	Complete all the requirements of logistics two weeks before the conduct of each training program		
Key Actions	**Key Drivers**	**Implementation Support**	**Target Date**
Accommodation confirmation 2 weeks before the seminar	ERC coordinator	Mgt/ERC/ECAP	March 14
Coordinate transportation a week before the seminar	ERC coordinator	Mgt/ERC/ECAP	March 22
Prepare documentation materials before the end of the seminar for distribution prizes	ERC/Trainors		On-going during seminar
Prizes must be ready 1 day before the training	Clarence/Marie	ERC/ECAP	March 28

Problem Statement:	To be able to prepare all the logistics a week before the conduct of each training program		
General Solution:	Complete all the requirements of logistics two weeks before the conduct of each training program		
Key Actions	**Key Drivers**	**Implementation Support**	**Target Date**
Equipment – ready a week before the training	Clarence/Marie	DU/EC	March 22
Hand-outs/Kits – collated a week before the training	Clarence/Marie		March 22
Program materials – ready and complete a week before the training	Clarence/Marie		March 22

E. CWD Mission-Vision

MISSION

CWD IS SERVICE
SERVICE IS . . . . .
TO SMILE
TO LISTEN
TO UNDERSTAND and
TO CARE

VISION

A HIGHLY COMPETENT AND PRO-ACTIVE GROUP DEDICATED TOWARDS DEVELOPING ADVOCATES FOR EXCELLENT CUSTOMER SERVICE (ADECS) IN THE POWER INDUSTRY.