
	<h1>Customer Experience - PRAM</h1> <h2>Process Risk Assessment Matrix</h2>		Document Number: PR-CXD-02.01
	Department: Customer Experience	Effective Date: August 3, 2023	Revision No 7

PROCESS RISK ASSESSMENT MATRIX								
Key Process/ 2Ps or Guidelines title	Risk (Potential Problem that may occur)	Most Likely Cause	Probability of Occurrence	Severity of Risk	Action Plan to Prevent Occurrence/ Operational Control	Support Documentation/ Record Used	Action Plan to Prevent Recurrence/ Contingent Action	Support Documentation/ Record Used
Booking	Cancellation of Booking	Delayed Truck Arrival	Medium- Mnl Low- Ceb Medium- Dvo	Non-Critical	Inform client immediately through call or email and request for extension/ re- scheduling and update the status in the F2 system	Email/ F2 System Booking module	Close monitoring and coordination with Client	Email/ F2 System Booking module
		Unavailability of Truck	Low- Mnl Low- Ceb Low- Dvo	Critical	Inform client immediately and request for extension/ re- scheduling and coordinate with operations team and update the status in the F2 system	Email/ F2 System Booking module	In coordination with Operations team: Source additional pool of truckers. Conduct proper planning of dispatch, and check truck worthiness	F2 System Truckers Accreditation (c/o Ops)
		Unavailability of Container	Medium- Mnl Low- Ceb Low- Dvo	Critical	Inform client immediately and request for extension/ re- scheduling and coordinate with operations team and update the status in the F2 system	Email/ F2 System Booking module	Coordinate with Sales to provide options for alternate carriers	Emails/ Sales Proposal
	No/ Low Booking	Temporary shut down of businesses during pandemic	Low- Mnl Low - Ceb Low- Dvo	Critical	Look for other accounts that caters essential goods through telemarketing Out searching materials for booking/telemarketing like customer phone directory/Google for the list of possible active establishments during pandemic. (Dvo)	CRM	Promotes services through social media and Enhanced Ads promotion	F2 FB page
		Temporary shut down of businesses during calamities	Low- Mnl Low- Ceb Low- Dvo	Critical	Identify CX to conduct site visits to customers	CRM	Cascade to customers all our emergency response team contact numbers	Email/Viber

DDC: This Document is already Approved and Posted on Intranet.

Please refer to printed files for signatures of approvers.

Any printed and saved copy of this document is considered uncontrolled


	<h1>Customer Experience - PRAM</h1> <h2>Process Risk Assessment Matrix</h2>		Document Number: PR-CXD-02.01
	Department: Customer Experience	Effective Date: August 3, 2023	Revision No 7

PROCESS RISK ASSESSMENT MATRIX								
Key Process/ 2Ps or Guidelines title	Risk (Potential Problem that may occur)	Most Likely Cause	Probability of Occurrence	Severity of Risk	Action Plan to Prevent Occurrence/ Operational Control	Support Documentation/ Record Used	Action Plan to Prevent Recurrence/ Contingent Action	Support Documentation/ Record Used
Booking	No/ Low Booking	Limited working hours/ shortened operating hours of Customer that limits booking	Low - Mnl Low - Ceb Low - Dvo	Critical	<p>Immediately coordinate to Customer's representative for booking considering safety protocols such as curfew, lockdown during pandemic</p> <p>Ask for advance booking to clients and forward immediately to operations for pre-planning. (Dvo)</p>	Email/ Viber	<p>Coordinate and solicit booking ahead of time to Customer considering safety protocols imposed by LGU/IATF such as curfew, lockdown during pandemic</p> <p>Strengthen relationship with walk-in accounts and secure booking</p> <p>Promote business through social media advertisement for additional advanced booking</p> <p>Close coordinate to clients and operations.</p>	Email/ Viber
	Unavailability of Customer Experience Specialist	Lockdown/ No transportation available	Low - Mnl Low - Ceb Low - Dvo	Critical	Skeletal work force/ Rotational schedule/ Work from home for the CXS	Attendance Sheet via email	Provide shuttle service for employees within the vicinity	Viber/ Email
		No wifi/ Laptop/ Hardware for Work from Home employees	Low- Mnl Low- Ceb Low - Dvo	Critical	<p>Provide laptop to CXS who works from home</p> <p>Provide wifi load allowance, if necessary</p>	FATA	Provide staff house near the office	Approval from management through email

DDC: This Document is already Approved and Posted on Intranet.

Please refer to printed files for signatures of approvers.

Any printed and saved copy of this document is considered uncontrolled

	<h1>Customer Experience - PRAM</h1> <h2>Process Risk Assessment Matrix</h2>		Document Number: PR-CXD-02.01
	Department: Customer Experience	Effective Date: August 3, 2023	Revision No 7

PROCESS RISK ASSESSMENT MATRIX								
Key Process/ 2Ps or Guidelines title	Risk (Potential Problem that may occur)	Most Likely Cause	Probability of Occurrence	Severity of Risk	Action Plan to Prevent Occurrence/ Operational Control	Support Documentation/ Record Used	Action Plan to Prevent Recurrence/ Contingent Action	Support Documentation/ Record Used
Handling of Customer Complaints	Unhappy Customer	Unresolved Customer Complaints due to slow resolutions from concerned department	Low- Mnl Low- Ceb Low- Dvo	Critical	Coordinate with the concerned personnel/ department	NCAR/ CRM/ Emails	Close monitoring of NCAR Resolution and re- alignment meeting with client/ operations team	NCAR/ CRM/ MOM
		Unpleasant personality of CXS	Low- Mnl Low- Ceb Low- Dvo	Critical	Apologize to Customer Issue Notice to Explain (NTE) to CXS	Email/NTE	Re-orient CXSs on Handling Customer Complaints and Telephone Excellence Include in the screening process the Attitude of CXS	Attendance Sheet on re-orientation
	Incompetent Customer Experience/ No Customer Experience	High Attrition of Customer Experience Specialist	Low- Mnl Low- Ceb Low- Dvo	Critical	Training for Customer Experience / Webinars/ Online Trainings	Attendance Sheet/ Email	Coaching and Refresher Course	Coaching Logs and E-mail
Telemarketing and Booking Solicitation	CXD Covid positive	High exposure due to transportation risk and not adhering to minimum health protocol	Low - Mnl Low - Ceb Low - Dvo	Critical	Full vaccination of employees Work from home for the CXS if in moderate case	Attendance Sheet via email	Strict implementation of adherence to minimum health protocol	Viber
	Unmet target for calls for Telemarketing and Booking Solicitation	No qualified applicants Lack of Customer Experience Specialist	Low- Mnl Low- Ceb Low- Dvo	Critical	Implementation of Buddy System	Email/ Viber	Follow up HR for pool of qualified applicants	Email/ Viber
		Limited communication access/ limited/ signal and power outage due to calamities	Low- Mnl Low- Ceb Low- Dvo	Critical	Look for temporary satellite office with internet access and with cellphone signals	Email/Viber/SMS	List other possible temporary satellite office	Email/Viber

DDC: This Document is already Approved and Posted on Intranet.

Please refer to printed files for signatures of approvers.

Any printed and saved copy of this document is considered uncontrolled