	Customer Experience - PRAM Process Risk Assessment Matrix		Document Number: PR-CXD-02.01
	Department: Customer Experience	Effective Date: September 3, 2025	Revision No 8

Legend:

Probability of Occurrence		% for Cancellation of Booking & No/Low Booking	No of Cases for Unhappy Customer & Customer Complaint
High	Almost certain will occur	20%-above	3 or more
Medium	Occur at some time	11-19%	2
Low	Remote Possibility	0-10%	1 formal complaint

*based on average standard booking per day


*based on actual received formal complaint encoded in the CRM

Severity of Risk	
Critical	Will greatly affect stakeholders satisfaction
Non- critical	Less effect on stakeholder satisfaction

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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	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	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

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Key Process/ ZPs 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	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 reponse team contact numbers	Email/ Viber
		Rate competition with shipping lines/competitors	Medium - Mnl Low - Ceb Medium - Dvo	Critical	CX to escalate to Sales	Email/Viber/SMS	Refer to Sales PRAM	Intranet
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

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Handling of Customer Complaints	Inexpert/New Customer Experience/ Inadequate Customer Experience Specialist	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	Unmet target for calls for Telemarketing and Booking Solicitation	No qualified applicants Lack of Customer Experience Specialist	Low- Mnl Low- Ceb Low- Dvo	Critical	Implemetation 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
Sales Lead through telemarketing	Unmet target for sales lead thru telemarketing	Inexpert/New Customer Experience/ Inadequate Customer Experience Specialist	Medium - Mnl Medium - Ceb Medium - Dvo	Critical	Training for Customer Experience / Webinars/ Online Trainings	Attendance Sheet/ Email	Coaching and Refresher Course	Coaching Logs and E-mail
		Lack of potential clients regardless of the number of calls in telemarketing/ Lack of quality calls	Medium - Mnl Medium - Ceb Meidum - Dvo	Critical	Call inactive accounts and pipelines	CRM	Establish a monitoring platform for all pipelines/calls made. To include progress report per CXS.	Google file

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