



21 January 2022

**MEMORANDUM NO. 38**

Series of 2022

**T O: Mr. Gideon Niel D. Tan**


**R E: Designation as Customer Feedback Officer of VSU**

By virtue of the authority vested in me by the VSU Board of Regents, you are hereby designated as **Customer Feedback Officer** of the Visayas State University effective January 3, 2022 until December 31, 2022 or unless sooner revoked or terminated by higher authorities. As Customer Feedback Officer, you are directed to:

1. Identify and assess customers' needs to achieve satisfaction by collecting and analyzing customer information;
2. Handle customer complaints, provide appropriate solutions and alternatives within the time limits; follow up to ensure resolution;
3. Keep records of customer interactions, process customer accounts and file documents;
4. Provide accurate, valid and complete information by using the right methods/tools and following communication procedures, guidelines and policies;
5. Build sustainable relationships and trust with customer accounts through open and interactive communication; and
6. Do other tasks related to customer satisfaction services and feedback.

Moreover, you are entitled to the privileges granted and the responsibilities attached to the position subject to pertinent policies.

Please be guided accordingly.

  
**EDGARDO E. TULIN**  
President