



1 March 2021

MEMORANDUM NO. 379
Series of 2021

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 March 1, 2021 until December 31, 2021 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