

PHILIPPINE POSTAL CORPORATION

STRATEGIC INITIATIVES PROFILE

Strategic Initiative 1 – STRENGTHEN DELIVERY SERVICES COMPETENCIES

1. Name of Project : **QUALITY ASSURANCE PROGRAM**
2. Contact Person / Project Team Head : **ASSISTANT POSTMASTER GENERAL FOR OPERATIONS**
3. Project Description : **Various operational improvement activities of PHLPost to ensure that delivery services performance targets are fulfilled and meet. Realistic delivery performance standards are established, validated and measured following national and global standards.**

4. Project Milestones:

Activities	Timeline		Budget (In thousand pesos)	Funding Source	Status
	Start	End			
a. Participation in the EMS pay-for-performance plan	3 rd qtr 2008	4 th qtr 2016	14,900.00	Corporate fund	<ul style="list-style-type: none"> • Delivery standard for inbound EMS items for revalidation. • Procedures of the delivery information transmission for further improvement. • Prospective PFP partner has to be determined and negotiation channel(s) established. • Transmission time from posting to dispatch to destination country (leg 1) and transport to destination country (leg 2) to

					be established and validated.
b. Comply the conditions of the parcel post Inward Land Rate Bonus point system	3 rd qtr 2011	4 th qtr 2016	13,375.00	Corporate fund	<ul style="list-style-type: none"> • Delivery standard for inbound parcel post items for review and validation. • Procedures in the capture of delivery information to be institutionalized.
c. Conclude the implementation of the Registered Articles Quality Enhancement Project	3 rd qtr 2011	2 nd qtr 2015	550.00	Corporate fund	<ul style="list-style-type: none"> • Institutionalize procedures in the capture of delivery information.
d. Domestic service quality improvement plan	2 nd qtr 2013	4 th qtr 2016	0.00	NA	<ul style="list-style-type: none"> • Establishment and validation of realistic delivery standard. • Creation and/or designation of quality service officers at Postal Areas. • Periodic measurement of the domestic postal items posting to delivery performance.
e. Migration of International Postal System	3 rd qtr 2014	2 nd qtr 2015	0.00	NA	International Postal System (IPS) implementation at Surface Mail Exchange Department (SMED) for resolution.
f. Procurement of tracking and tracing system	2 nd qtr 2014	1 st qtr 2016	1,000.00	Corporate fund	
g. Procurement of domestic postal system	2 nd qtr 2014	1 st qtr 2016	9,671.00	Corporate fund	
h. Harmonization of customs – postal relations	4 th qtr 2011	4 th qtr 2016	1,000.00	Corporate fund	Ongoing initiatives to amend agreement and harmonize relations with Bureau of Customs to enable

					door-to-door delivery of postal items subject to customs taxes.
Total			40,496.00		

5. Measures Affected:

- MFO 1 – Delivery Services
 - International express post delivery performance
 - Domestic express post delivery performance
 - International non-express post delivery performance
 - Domestic express post delivery performance

Strategic Initiative 2 – FOSTER STRATEGIC BUSINESS PARTNERSHIPS AND/OR ALLIANCES

1. Name of Project : **POSTAL NETWORK ENHANCEMENT PROGRAM**
2. Contact Person / Project Team Head : **ASSISTANT POSTMASTER GENERAL FOR MARKETING & MANAGEMENT SUPPORT SERVICES**
3. Project Description : **Augmentation and/or expansion of the postal outlets through partnerships and/or alliances**

4. Project Milestones:

Activities	Timeline		Budget (In thousand pesos)	Funding Source	Status
	Start	End			
a. Postal station expansion	3 rd qtr 2012	4 th qtr 2016	0.00	NA	<ul style="list-style-type: none"> • First postal station franchised opened in 2nd qtr 2013. • Policy to offer outsourcing of delivery services and postal payment services approved on 1st qtr 2013.
b. Expansion of Post Office retail outlets	1 st qtr 2013	4 th qtr 2016	0.00	NA	<ul style="list-style-type: none"> • Partnership with Robinsons Land Corporation for

					the establishment and operations of postal counters at selected Robinsons' mall nationwide in 2 nd qtr 2013. <ul style="list-style-type: none"> Partnership with SM Corporation for the establishment and operations of postal counters at selected SM Robinsons' mall nationwide in 3rd qtr 2013.
c. Establish partnership with LGUs in the operation of postal outlets in their city/municipality	3 rd qtr 2012	4 th qtr 2016	0.00	NA	Negotiation on a proposed Memorandum of Agreement on the LGU partnership in Post Office with Department of Interior and Local Government is on-going.
d. Post Office management system	2 nd qtr 2014	1 st qtr 2016	4,900.00	Corporate fund	
Total			4,900.00		

5. Measures Affected:

- MFO 1 – Delivery Services
 - International non-express post delivery performance
 - Domestic express post delivery performance
 - No. of franchised postal outlets

Strategic Initiative 3 – ALIGN FINANCIAL AND ECONOMIC TARGETS WITH THE PUBLIC SERVICE MANDATE

1. Name of Project : **POSTAL FINANCIAL INCLUSION PROGRAM**
2. Contact Person / : **ASSISTANT POSTMASTER GENERAL FOR**

Project Team Head

MARKETING & MANAGEMENT SUPPORT SERVICES

3. Project Description : **PHLPost initiatives to play a vital role in the financial inclusion for economic and social development initiatives in the Philippines**

4. Project Milestones:

Activities	Timeline		Budget (In thousand pesos)	Funding Source	Status
	Start	End			
a. Establishing harmonious relations with concerned government agencies handling Continuous improvement of the procedures in Conditional Cash Transfer (CCT) program	3 rd qtr 2012	4 th qtr 2016	0.00	NA	<ul style="list-style-type: none"> Continuing negotiation for additional beneficiaries to be serviced. Ongoing review of the services' operational guidelines
b. Negotiations for the award of the Senior Citizen Indigent Program (SCIP) payout service to PHLPost	2 nd qtr 2013	4 th qtr 2016	0.00	NA	Pilot test the payout service to 8,596 beneficiaries, in selected areas, of SCIP program.
c. Continuing expansion of e-Post MO service	4 th qtr 2011	4 th qtr 2016	12,600.00	Corporate fund	Pilot testing of the e-Post MO system in 3 rd quarter 2013.
d. Expansion of BAYAD Center service counters	2 nd qtr 2010	4 th qtr 2016	0.00	NA	Agreement operationalize on 3 rd quarter 2012.
e. Migration of Postal Identification card	3 rd qtr 2012	4 th qtr 2016	0.00	NA	Awaiting action(s) and/or approval of the Board of Directors
Total			12,600.00		

5. Measures Affected:

- MFO 2 – Postal Payment Services
 - Total postal payment services revenue

Strategic Initiative 4 – INSTITUTIONALIZE OPERATING SYSTEMS

1. Name of Project : **SERVICE CERTIFICATION PROGRAM**
2. Contact Person / Project Team Head : **ASSISTANT POSTMASTER GENERAL FOR OPERATIONS**
3. Project Description : **Standardize processes and procedures.**
4. Project Milestones:

Activities	Timeline		Budget (In thousand pesos)	Funding Source	Status
	Start	End			
a. Crafting of PHLPPost Handbook of Management and Operations	1 st qtr 2008	4 th qtr 2014	0.00	NA	<ul style="list-style-type: none"> • Several handbooks of the management and operations of the offices under the Assistant Postmaster General for Operations. • Said handbooks are currently being amended following the implementation of the approved Rationalization Plan.
b. Application for service certification from UPU	1 st qtr 2015	4 th qtr 2016	1,000.00	Corporate fund	
Total			1,000.00		

5. Measures Affected:

- General Administration and Support
 - No. of core services manualized