

Analyzing the Ticketing System of the Customer Care Center: A Basis for Formulation of Guidelines for the Modernized and Credible Customs Administration

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Abstract

The efficiency of customer service operations plays a crucial role in public service institutions, particularly in customs administration, where timely and transparent transactions are essential. This study analyzes the Bureau of Customs (BOC) ticketing system to assess its effectiveness, identify challenges, and propose guidelines for a modernized and credible customs administration. Using a comparative research design, data were gathered from 50 BOC personnel and 50 customers through structured surveys. Statistical tools such as frequency distribution, weighted mean, and Analysis of Variance (ANOVA) were utilized to analyze the responses. Results indicate that while the ticketing system is generally effective, with high ratings for accessibility (3.41) and ease of use (3.41), several challenges hinder its optimal utilization. Key issues include limited accessibility across locations, dependence on strong internet connectivity, system downtimes, and difficulties in tracking transaction status. Despite these challenges, there was no significant difference in the assessment of effectiveness between BOC personnel and customers ($p > 0.05$), indicating a shared user experience. To address the identified concerns, recommendations include improving system accessibility, enhancing technical performance, reducing dependency on specific software, increasing user training, refining the tracking and notification system, and strengthening customer support. By implementing these improvements, the BOC can enhance its ticketing system's efficiency, foster transparency, and align its operations with global best practices in customs administration. This study serves as a foundation for policy enhancements and technological innovations aimed at modernizing public service delivery in the Bureau of Customs.

Keywords: Ticketing system, customer service, modernization, public service efficiency, digital information