

## PHILIPPINE POSTAL CORPORATION

		Component			Baseline Data (if applicable)			Target
		Objective/Measure	Formula	Weight	2012	2013	2014	2015
Social Impact	<b>SO 1</b>	<b>Accessing People to Communications and Information, Delivery of Goods and Merchandise, and Provision of Postal Payments by ICT Infrastructure</b>						
	SM 1	Number of Domestic Trade Products registered at Pinoy eMall ( <i>Number of domestic trade products information in the e-Commerce website of PHLPost</i> ).	Number of domestic trade products = Number of products information at Pinoy eMall	10%	NA	NA	NA	200
	SM 2	Increased Market Share vis-a-vis Private Postal Carriers	Number of business entity clients with service agreement	3%	NA	NA	NA	Establishment of baseline data
		<b>Sub-total</b>		<b>13%</b>				
Customer and Stakeholders	<b>SO 2</b>	<b>Continued Postal Presence in the Community</b>						
	SM 3	Increased Number of Franchised Postal Stations	Number of Postal Stations = Number of operational PHLPost operated plus number of accredited authorized Postal Stations	5%	NA	9	40	132 (80 additional for the year)
		<b>Sub-total</b>		<b>5%</b>				

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<b>SO 3</b>	<b>Promote a Customer Centric Postal Service</b>						
SM 4	International Express Post Delivery Performance for Metro Manila	1. Number of days sample items delivered = (Date received by addressee/duly authorized representative in the committed areas less date received by Office(s) of Exchange) less (day item is received by Office(s) of Exchange, number of days at Bureau of Customs for examination/clearance/ taxation, flexible day-off (if applicable), Saturdays, Sundays and/or holidays) 2. Percentage of sample items delivered = Percentage of sample items delivered in the committed areas within the average delivery period	4%	2 days @ 95%	1.57 days @ 98.15%	36 hours after Customs @ 95%	24 hours after Customs @ 95%
SM 5	Domestic Express Post Delivery Performance for Metro Manila	1. Number of days sample items delivered = (Date received by addressee/duly authorized representative in the committed areas less date received by designated EMS acceptance postal outlet) less (day item is received by designated EMS acceptance postal outlet, number of days at Bureau of Customs for examination/clearance/ taxation, flexible day-off (if	4%	4 days @ 80%	2.48 days @ 80%	48 hours after posting (Metro to Metro) @ 90%	36 hours after posting (Metro to Metro) @ 90%

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SM 6	International Express Post Delivery Performance of Committed Areas outside Metro Manila	4%	N/A	N/A	3 days after Customs @ 90%	3 days after Customs @ 95%	
SM 7	Domestic Express Post Delivery Performance of Committed Areas outside Metro Manila	4%	N/A	N/A	3 days @ 90%	3 days @ 95%	

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SM 8	International Parcel Post Delivery Performance	4%	No testing for International Parcel post conducted by Universal Postal Union	N/A	7 days after Customs @ 80%	7 days after Customs @ 85%	

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SM 9	International Letter Post Delivery Performance	<p>1. Number of days sample items delivered = (Date received by addressee/duly authorized representative less date received by Office(s) of Exchange) less (day item is received by Office(s) of Exchange, number of days at Bureau of Customs for examination/clearance/taxation, flexible day-off (if applicable), Saturdays, Sundays and/or holidays)</p> <p>2. Percentage of sample items delivered = Percentage of sample items delivered within the average delivery period</p>	4%	10 days @ 85%	N/A	7 days after Customs @ 80%	7 days after Customs @ 85%
SM 10	Domestic Parcel Post Delivery Performance	<p>1. Number of days sample items delivered = (Date received by addressee/duly authorized representative less date received by postal outlets) less (day item is received by postal outlet, flexible day-off (if applicable), Saturdays, Sundays and/or holidays)</p> <p>2. Percentage of sample items delivered = Percentage of sample items delivered within the average delivery period</p>	4%	5 days @ 70%	N/A	7 days @ 80%	7 days @ 85%

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	SM 11	Domestic Letter Post Delivery Performance	1. Number of days sample items delivered = (Date received by addressee/duly authorized representative less date received by postal outlets) less (day item is received by postal outlet, flexible day-off (if applicable), Saturdays, Sundays and/or holidays) 2. Percentage of sample items delivered = Percentage of sample items delivered within the average delivery period	4%	5 days @ 70%	N/A	7 days @ 80%	7 days @ 85%
	SM 12	Customer Satisfaction Rating	Customer Satisfaction = Number of customers satisfied with PHLPost services	5%	NA	NA	NA	Conduct of third-party customer satisfaction survey
		<b>Sub-total</b>		37%				
Financial	<b>SO 4</b>	<b>Institutionalize Sound Fiscal Management Policies</b>						
	SM 13	% Increase of Net Income before tax, including franking privilege reimbursed from National Government	Net Income before taxes = Total revenue less total expenses plus franking privilege reimbursed from National Government and tax	10%	NA (P353,045,506)	65% (P581,568,754.59)	5% (P610,000,000)	6% (P648,122,400)

		Component			Baseline Data (if applicable)			Target
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	SM 14	% Increase in Earnings before interest, taxes, depreciation and amortization (EBITDA), including franking privilege reimbursed from National Government	EBITDA = Total revenue less total operating expense plus franking privilege reimbursed from National Government (excluding Interest, Taxes, Depreciation and Amortization)	5%	NA (431,168,776)	51% (P652,774,000)	7% (P696,055,500)	16% (P767,888,100)
	SM 15	Increase in Postal Service Fees outside of CCT	Postal Service Fees = Postal Money Order fees/charges plus ePost MO fees/charges + Payout fees/charges + Third-party collection service commission + Postal Identification fees/charges + Biometrics Joint Venture revenue	10%	0	0	P200,000,000	P300,000,000
		<b>Sub-total</b>		<b>25%</b>				
Internal Process	SO 5	<b>Maintain the Integrity of the Postal Service System</b>						
	SM 16	ISO Quality Certification of Core Processes	Quality certification = Number of ISO-certified processes	5%	NA	1 core process manualized - Domestic Transport Network	7 core processes manualized – 1. Airmail mail exchange 2. Express mail exchange 3. Financial	6 core processes manualized – 1. Corporate Planning 2. Human Resource Management and Development 3. Security

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					accounting 4. International mail accounting 5. Post Office operations 6. Service Regulations 7. Surface mail exchange	4. ICT Systems 5. Marketing Management 6. Property and Supply Management	
	<b>Sub-total</b>		5%				
<b>SO 6</b>	<b>An Efficient Delivery of Communications, Goods and Postal Payment Services</b>						
SM 17	% Increase of Postal Outlets with Internet Connectivity	Number of ICT-connected postal outlets = Number of postal outlets with Internet connectivity	4%	49	99	279	30% of total outlets
	<b>Sub-total</b>		4%				
<b>SO 7</b>	<b>Bridge the Digital Divide in Postal Service</b>						
SM 18	Number of Postal Outlets with Point of Sales (POS) Systems	Number of postal outlets with Point of Sales (POS) systems	3%	NA	NA	NA	Development and testing of POS systems for postal outlets
	<b>Sub-total</b>		3%				



	Component			Baseline Data (if applicable)			Target	
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Learning and Growth	<b>SO 8</b>	<b>Enhance Employee Productivity and Effectiveness</b>						
	SM 19	Competency Framework	Approval by the GCG of Competency Framework	3%	NA	NA	NA	Development of Competency Framework in accordance with policies prescribed by the GCG
	SM 20	Number of Frontline and Operations-related Trainings conducted	Number of batches per frontline training conducted = Number of batches per training for (Postmasters plus Letter Carriers plus Postal Tellers plus Driver-Couriers)	5%	To be provided later	4 frontline positions @ 57 batches	5 frontline positions @ 24 batches	6 frontline positions @ 36 batches
		<b>Sub-total</b>		<b>8%</b>				
		<b>TOTAL</b>		<b>100%</b>				