



Republic of the Philippines
National Electrification Administration
Quezon City

05 May 2008

MEMORANDUM No. 2008-012

TO : ALL ELECTRIC COOPERATIVES (ECs)

SUBJECT: EXCELLENT PERFORMANCE RATING SIGNAGE
(EXPERTS) FOR EC

I. RATIONALE

Through the years, the National Electrification Administration (NEA) assessed periodically the electric cooperatives (ECs) to determine their level of competency and operational performance among their counterpart ECs. Various methodologies and accolades have been adopted to document and recognize the results of these assessments.

Under the EPIRA, the present electric power industry requires new benchmarks for service excellence. The performance rating obtained by the ECs through the collaborative efforts of their officers and employees deserves to be made known through a symbol that is recognized publicly. Thus, "Excellent Performance Rating Signage" (EXPERTS) is hereby instituted to reinforce the ECs corporate image and create a "top-of-the-mind awareness". Likewise, this shall serve as a memento for ECs to continuously uphold the ideals of the program, and a measure that earns respect of their member-consumers and other stakeholders.

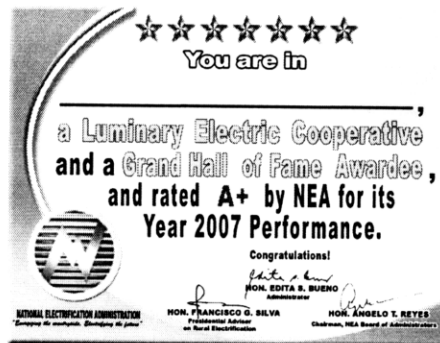
II. OBJECTIVES

1. To recognize the best among the best in coop performance through a visual like the signage for excellent rating for all the general public and stakeholders to see and most important, for their member-consumers.
2. To motivate ECs to continue to strive for service excellence.
3. To develop more positive instruments to credit ECs for good performance of their officials and entire work force.

4. To further solidify the one goal partnership between NEA and ECs, and continue to mark the invaluable contribution both bring to support the socio-economic development of the countryside.
5. To enable the public to visibly recognize the success and performance standing of the ECs.

III. MECHANICS

1. EXPERTS is a shared responsibility of both NEA (the supervising agency) and the EC (recipient).
2. It is composed of two (2) categories:
 1. Luminary and Grand Hall of Fame (Mega Seven Star Rating)



2. Best EC and Category A+ (Five Star Rating)




3. The Annual Overall Performance Assessment shall be the basis for the entitlement of the recipient EC. The components of the assessment are as follows: Categorization 70 %; Audit Findings 10%; Institutional 10%; and Financial Sustainability 10 %.
4. The recipient of the signage shall come from Category A+ and GREEN coded ECs. Any pending or major unresolved issue in a candidate EC shall not qualify it to EXPERTS.
5. The signage shall be posted in the customer service area or where the same can be viewed by its member-consumers and the general public as well.
6. The Officials of this Office shall be responsible in the posting of the signage in a ceremony with the participation of the EC officials, management and employees.
7. For the Year 2008, the absolute rating of an EC in the Annual Overall Performance Assessment shall now be indicated in the signage for posting. This shall encourage high rating performance among ECs.

IV. RESPONSIBILITY

The NEA Committees on Electric Cooperatives Categorization, EC Awards and Color Coding Scheme shall be responsible for the proper implementation of these guidelines.

V. EFFECTIVITY

This Memorandum shall take effect 15 May 2008 .


EDITA S. BUENO
Administrator

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IN REPLYING, PLS. CITE: #OR012382



NEA-OR012382

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