



STAKEHOLDER RELATIONSHIPS

CUSTOMER WELFARE

Policy Statement

DFPC is committed to provide world class quality merchandise and service to our customers using the latest retail best practices and technologies.

Activities

DFPC unceasingly strives to update its merchandise mix to be comparable with other duty free shops in the region, and to improve its programs (Balikbayan Program, Travelite Program, Kabuhayan Program, etc.) and services (OFW Center, e-jeep, charging station, valet parking and gift wrapping, free and secured parking area, extended store hours during Christmas season, etc.).

DFPC has store clinic staff with competent doctors and nurses to administer for first aid treatment. In case of an emergency, coordination to the nearest hospital can be made by the medical staff to transport patient requiring further medical attention using the readily available service vehicle.

Store buildings are equipped with handicap or wheelchair ramp for Persons with Disability (PWDs) and the elderly.

Suggestion Boxes, Customer Complaints Portal and the annual commissioning of a third party customer survey agency are utilized to gather customer feedbacks to ensure continual improvement.

A Risk Reduction and Emergency Response Team (RRERT) was organized to lead and protect customers in the event of fire, earthquake and other calamities. The Security Department in coordination with the Security Providers ensures that all Security Personnel are trained annually for the protection and safety of the customers.