Customer Communication App (CCApp) toward a Citizen-Centric and Collaborative e-Governance

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This Capstone Project is focused on the development of the DepEd Baguio Customer Communication App (CCApp), the first citizen-centric app in the entire DepEd bureaucracy meant to improve the gathering of customer feedback in aid of decision-making in the agency. Initially, the CCApp aims to reform the current citizen engagement system of the DepEd SDO of Baguio City as continual improvement in its quality management system (QMS).

The DepEd Baguio CCApp is built with various key features. Through the app, users can send feedback, complaints, and suggestions/inquiries. It is compliant with RA 11032 or the Anti-Red Tape Act of 2007 and RA 10173 or the Data Privacy Act of 2012. It also has process-based services drop-down list aligned with ISO 9001:2015. Impressively, the app features milliseconds of time difference between sent-received communications. Users can also save draft communications on their devices before sending, and it is Spam-protected via reCAPTCHA.

The CCApp has significantly established major contributions in the DepEd SDO of Baguio City. It is now the main harvesting instrument under the Aksyon Agad Policy of DepEd Cordillera Administrative Region (CAR) Schools Division Office (SDO) of Baguio City. It has a real-time database as auto storage and it is used as a database for the ticketing system. It is used in the continual improvement of the quality management system of the SDO. The establishment of the app has also opened a job opportunity in the designation of a Data Privacy Officer (DPO).

Parts of the CCApp updates have been applied as of March 2021. It has an auto collection and consolidator of feedback, suggestion/inquiry, and complaints through the database. It has an auto-responder to the users and an auto-forwarding system to concerned Document Controllers and Data Privacy Officer (DPO). Now, it also features multiple users in one CCApp installation; usage supports offline functions; data elements are updated with Filipino translations; and its database is currently used as an auto entry to the ticketing system. The app can be conveniently installed from Google Play Store on an android phone and desktop using virtual emulators like BlueStacks app player.

Recently, the CCApp earned a Certificate of Copyright Registration and Deposit issued by the National Library of the Philippines. It has also been replicated and adapted by the DepEd-CAR Schools Division Office of Kalinga Province on 12 March 2021 aligned with their quality management system (QMS).