



PHILRECA

PHILIPPINE RURAL ELECTRIC COOPERATIVES ASSOCIATION, INC.
The Philippines' Electric Cooperatives

21 January 2025

ADVISORY 2025-C-004

FOR : ALL ELECTRIC COOPERATIVES

**ATTN : ALL EC GENERAL MANAGERS
ALL ECCOWPA NATIONAL OFFICERS**

**SUBJECT : CALL FOR COMMENTS ON THE PROPOSED ERC
RESOLUTION ON THE QUALIFICATIONS, TRAINING, AND
FUNCTIONS OF CONSUMER WELFARE DESK (CWD)
OFFICERS, AND THE INSTITUTIONALIZATION OF
FRONTLINE CUSTOMER SERVICES OF DISTRIBUTION
UTILITIES**

Greetings of Peace and Solidarity from PHILRECA!

This is in reference to the issuance of the Energy Regulatory Commission (ERC) on the proposed guidelines on the qualifications, training, and functions of Consumer Welfare Desk (CWD) officers, as well as the institutionalization of frontline customer services for Distribution Utilities.

This initiative seeks to enhance consumer engagement and improve the efficiency and responsiveness of customer service delivery, aligning with regulatory and statutory requirements.

In this regard, PHILRECA hereby urge and calls on all the **General Managers and ECCOWPA National Officers and Members** to thoroughly review the proposed resolution and submit your comments and recommendations not later than **January 24, 2025 (Friday)** at core@philreca.org / philreca1979@gmail.com.

We believe that this is an important opportunity to advocate for the interests of ECs, ensuring that the proposed qualifications, training requirements, and functions of CWD officers are realistic and aligned with the available capacities and resources of ECs.

Attached herewith is the matrix of comments on the proposed resolution for your reference and appropriate action.

Your active participation and compliance will greatly contribute to achieving our shared vision of a sustainable and progressive future. Should you have any issues and concerns, you may reach us at 0917 632 9963 / 0967 275 7175.

Thank you and Power On!

ATTY. JANEENE DEPAY-COLINGAN
Executive Director/General Manager

JOSE RAUL A. SANIEL
President

Attachment:

- ***Matrix of Comments on the Proposed ERC Resolution on the Qualifications, Training, and Functions of Consumer Welfare Desk (CWD) Officers, and the Institutionalization of Frontline Customer Services of Distribution Utilities***

"United We Stand, We Stand United."

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