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The St. Peter Experience...

Armignion R. Poja - CM Montalban

Far from the satellite dishes and other cable TV equipment, headsets and highly accented pronunciations, my first few months here at St. Peter was all purely about customer service and management. I have spent more than 12 years in the highly technical and glamorous cable TV industry, a short stint at a call center company before becoming a St. Peterian and it is only here that greater emphasis is placed on customer service and effective management.

As a Chapel Manager, I get to deal with people under different emotional states. There are those who mourn for the loss of their loved ones. Some are calm and composed while others are demanding, even irate and unreasonable.

“The challenge is to satisfy their demands and claims. The key is to set proper expectations and meet those expectations excellently.”

Chapel Management can be so demanding as well. You’ve got to have patience (lots of it), creativity, the ability to empathize and sympathize with clients, and keep your people motivated. You would have to effectively manage the moods, characters and time of the chapel staff (both the regulars and the extradors) for we do not know when the call for service would come. We should always be prepared. Whether it be at night, early morning, even on

holidays – Kahit Saan, Kahit Kailan, St. Peter Maaasahan. There will be times when there would be five (5) interments in one day or four (4) different calls for pull-out service every after 30 minutes. For a small chapel like what we have in Montalban, it takes lots of creative juices and guts to efficiently and effectively handle the operations.

But of course, we won’t be able to perform well without the all-out support of the top management. We are actually fortunate to have an aggressive and vigorous Regional Manager - Danny David, a no-nonsense and uncompromising Territory Head - Assistant Vice President for Greater Manila East Territory Edgardo Gatmaitan and an inspiring Executive Vice-President for Luzon - Dr. Mildred Vitangcol who are all “hands-on” in leading us. From the trainings and advices, to logistics and manpower support, to the incentives (of course...) and synergy of working with the other chapel and life-plan branches, it’s just amazing how we complement each other in delivering what we have committed to all our clients, planholders and non-planholders alike.

“People are really looking at St. Peter as ‘the DeathCare Experts.’ Now it’s up to us St. Peterians to show and deliver that kind of expertise to the Filipino people.”