



A CASE STUDY OF SERVICE QUALITY TOWARDS TM, MITC MELAKA FOR YEAR 2007

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DECLARATION OF ORIGINAL WORK



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- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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ABSTRACT

The purpose of this case study is to explain how the best ways of handling complaints (billings and payment, installation, and packages offered) can meet the service quality of TM Melaka. These studies are selected from well-known databases- such as “ScienceDirect”, “EBSCOhost” and “Emeraldinsight”. An observation is done to gather some data and some review of selected books of Service Management have been done through these studies.

The paper identifies the gap between theories and what company has practiced to achieve those theories.

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CHAPTER 1: INTRODUCTION AND ISSUE

1.0 Introduction

In the emerging scenario of a globalised economy, the Government of Malaysia has embarked upon a privatization programme. The main objective is to make the operation and development of the privatized organizations more effective and competitive. The Department of Telecommunications, Malaysia (Jabatan Telekom Malaysia, JTM) was the first government body to experiment with privatization. On 1st January, 1987 JTM was privatized and a new company was formed to Telekom Malaysia (TM). This company did not just take over the functions of JTM, new responsibilities were also entrusted to it.

TM has 23600 dedicated employees across the nation and offers a comprehensive range of services and solutions in broadband, data and fixed line. With its new vision to become Malaysia's leading new generation communications provider, TM is moving up the value chain to embrace fully the needs of its 4.3 million fixed-line customers and 1.6 million broadband customers and provide them with innovation services in an environment of service excellence.

Since privatization, TM has striven to become a world-class telecommunications service provider. Many quality management programmes have been introduced and practiced company-wide. To start with, in 1991 TM introduced the Quality Control Circle Unit (QCC) to identify and recommend remedial action for any gaps that existed in TM's daily interaction with customers. Recognizing that customers are a company's most important asset, in 1994 TM instituted Total Customer Satisfaction (TCS) which is targeted directly at its customers. In order to integrate the quality concept into customer services the 'customer service excellence' programme is implemented throughout the organization.