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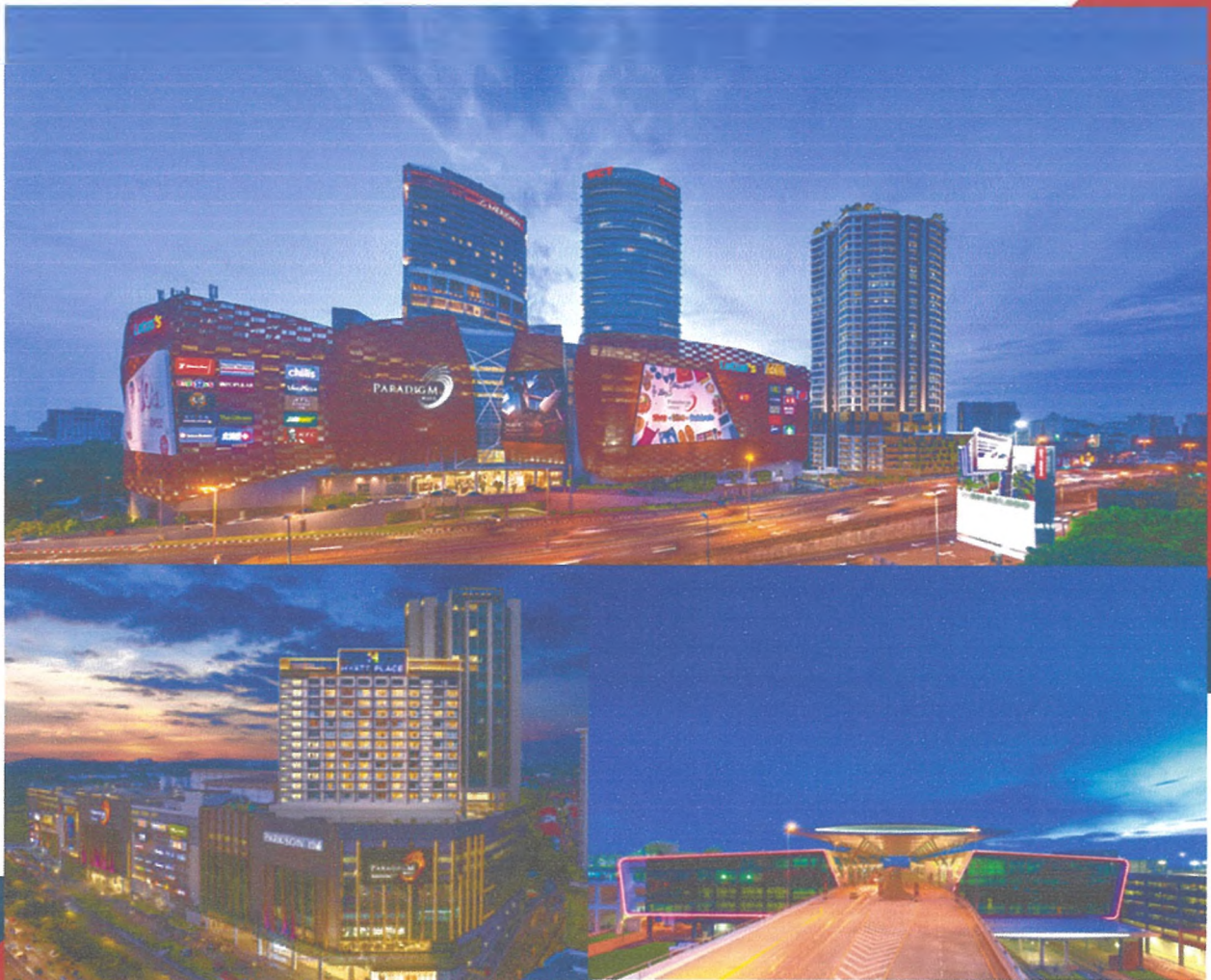
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INDUSTRIAL TRAINING REPORT

WCT MALLS E-SHOP SDN BHD

22 September 2025 - 6 March 2026



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EXECUTIVE SUMMARY

This report outlines my 6 month industrial training from 22 September 2025 until 6 March 2026 at WCT Malls E-Shop Sdn Bhd under the Customer Relationship Management (CRM) and Loyalty Programme department. This internship gave me practical exposure to CRM operations, including handling customer enquiries, receipt validation, supporting loyalty campaigns, managing digital promotions through WCT Buddy app and assisting in CRM-related events. Moreover, this training allowed me to apply academic knowledge to real workplace situations and gain real experience in customer engagement and loyalty programme management.

Throughout this internship, I gained meaningful insights into the role of CRM and loyalty programmes in enhancing customer satisfaction and retention within the industry. Apart from that, I was able to identify and analyze the SWOT factors based on my practical experience. While the organization demonstrates strong digital engagement and customer-focused strategies, challenges such as intense competition, reliance on manual processes and potential misuse of receipts were observed. Based on these findings, recommendations are proposed to expand digital reach, strengthen personalized engagement and improve security measures to enhance the effectiveness of the loyalty programme. Overall, this internship contributed significantly to my development of professional skills and industry readiness.

ACKNOWLEDGEMENT

First of all, I would like to express my gratitude to WCT Malls E-SHop Sdn Bhd, especially the CRM and Loyalty Programme team for providing me with the opportunity to do my industrial training with the organization. I would like to extend my heartfelt appreciation to my supervisor, Ms. Ain Najwa for the guidance, support and valuable insights throughout my internship period. I am also thankful to the CRM team for their kind encouragement and willingness to share knowledge, which has contributed to my learning experience.

I would also like to express my sincere thanks to my advisor, Madam Zaidatul for the guidance and support provided during the internship. Lastly, I am grateful to my family and friends for their continuous encouragement and motivation throughout my journey. Overall, my internship experience has been meaningful and I truly appreciate everyone who contributed to my personal and professional development.

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