

**A STUDY ON THE EFFECTIVENESS
OF MCIS ZURICH INSURANCE BERHAD CUSTOMER SERVICE
RENDERED TO THEIR EXISTING POLICYHOLDERS IN
KUCHING MARKET**

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EXECUTIVE SUMMARY

Providing an efficiency of customer service in insurance company considered as one of the prime ways to build long-term loyalty and to attract new customers. Besides that it is one way for customers to differentiate a company and its products from their competitors.

This research is to determine the effectiveness of the customer service rendered by MCIS Zurich Insurance, Kuching's Branch. The findings of the study are clearly shows that customers considered most of the service and facilities as very good and above average. Customers generally satisfied with the services provided by the company. However, there are certain areas of the service that need to be given more priority, especially the after sales service.

In terms of promotions, it seems obvious that majority of the policyholders have minimal knowledge on the life insurance policy that being offered by MCIS Zurich Insurance company.

The promptness and accuracy of claims made by the policyholder were excellence and should be maintained by the company.

Finally, the management and staff have displayed commitment and professionalism in their execution of their duties to place MCIS Zurich Insurance Berhad where it is today.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

This study was conducted as a partial requirement of my Bachelor in Business Administration (BBA) program and it is purely for academic purpose.

The reason I wish to study this company because MCIS Zurich Insurance Berhad is the only Co-operative insurer in Malaysia that offer competitive premiums to cater to the insurance needs on the average Malaysian. Thus, it would be interesting to analyse the effectiveness of their customer service rendered to their existing policyholders.

In this study, researcher had also selected three other insurance companies for comparison in terms of the services, and its financial strengths especially in total assets and premiums.

The company being studied is MCIS Zurich Insurance Berhad, Kuching, which is located at No. 14 & 15, Lot 187, Ground Floor, Satok Road, Kuching. MCIS was incorporated in 1954 as a co-operative society under the Co-operative Societies Ordinance to provide insurance services to the general public with an initial authorized capital of RM 1 million comprising 10,000 shares of RM100 each. This was subsequently increased to 1.5 million in 1963. The Company commenced life insurance operations in 1956 and general insurance operations in 1962.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

2.1.1 The Service Industry

The service industry is emerging as the most dominant sector in every economy in the world today. This is true of Malaysia as well. The contribution of the services sector (private and public) to the GNP now in Malaysia stands around 45.8 percent in year 2000. Recently all firms and organizations have as their objectives to deliver goods and services that are of value added to their customers. In the past this was mostly in the form of products.

But the times have changed. The emerging business environment is defined by new technology, intense global competition and constantly changing market place. In this new climate, the consumer is more often a purchaser of service than a product.

Services can be both intermediate and final. Banking, insurance and transportation, to name a few, are basically intermediate. But attending a theatre or getting a hair cut, the service provided is final.