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TO STUDY THE LEVEL OF CUSTOMER SATISFACTION TOWARDS
PUBLIC COUNTER SERVICE

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CHAPTER 1

INTRODUCTION

1.1 Introduction

In most organizations nowadays, customer satisfaction plays important role in measuring its successfulness. We know when a customer is satisfied; it indicates that the organization has done a good job in providing their services or vice versa. Moreover, customer satisfaction are always relates in giving a positive effect towards organization's profitability. Customer satisfaction can be experience through various circumstances and connected to both goods and services provided. Technically speaking, there are three forms of customer satisfaction: Dissatisfied customer who looks for another supplier, satisfied customers who will continues to buy from the company in future, and loyal customers who will stay despite competitive offers. However, customer satisfaction differs depending on the situation, goods, and services received. These are few customer satisfaction guidelines according to Sam Walton, the founder of Wal-mart:

- 1) A customer is the most vital person in any business organisation.
- 2) A customer isn't dependent upon us, we're dependent upon him.
- 3) A customer doesn't interrupt our work; he is the reason for it.
- 4) A customer does us a favour by coming in. We aren't doing him a favour by waiting on him.
- 5) A customer is an essential part of our business, not an outsider
- 6) A customer is not just money in our cash register. He is a person with feelings that deserve to be treated with respect.
- 7) A customer is a person who comes to us with his needs and wants. Our job is to fill them.
- 8) A customer deserves the most courteous attention we can provide. He is the lifeblood of this and every other business.

In public sector, customer satisfaction often relate to personal interaction with the service provider and the outcomes experienced by the customer. Everyone is treated as customers because these people receive services provided by the public counter

1.2 Problem statement

StarSpecial newspaper dated on 27 March 2007 an article entitled of Service with Smile, (Devid Rajah and V.P. Sujata) has talk on unannounced visits at public counters to observe their staff at work. Chief Secretary of the Government Tan Sri Mohd Sidek Hassan advised secretaries-general and head of departments to make unannounced visits at public counters nationwide to observe the employee work in real action. Apart from that, he also stated the practices of answering telephone calls within three rings as it reflect their efficiency.

In ensuring a full customer satisfaction, the improvement of a counter service is needed. For instance, The Republic of Mauritius holds the government vision of “putting people first” for the purpose to meet the growing demand for better quality and timely services, and also to enhance the level of Counter or Customer services provided.

This study is needed to be a guideline for counter service staff in identifying the problem may be faced by customer receiving their services and to improve the counter service.

1.3 Research Objectives

1.3.1 To determine the level of customer satisfaction based on five factors :
timeliness, clear delivery, information, staff attitude and staff professionalism.

1.3.2 To determine improvement that is needed in the department to increase the level of satisfaction.