



**FACULTY OF BUSINESS AND MANAGEMENT  
BBA (HONS) (MARKETING)  
MARA INSTITUTE OF TECHNOLOGY  
TERENGGANU BRANCH**

**MARKETING INTERNSHIP  
MKT 650**

**HOW CAN EXCELLENT CUSTOMER SERVICE  
ASSIST "PPI" IN MAINTAINING LOYAL  
CORPORATE MARKET**

**PREPARED FOR:  
FACULTY OF BUSINESS AND MANAGEMENT  
MARA INSTITUTE OF TECHNOLOGY  
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Faculty of Business and Management  
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Sir,

**Attachment of Internship Thesis**

Enclosed here is the internship thesis entitled " How can excellent customer service assist PPI in maintaining loyal corporate market."

I do hope the report will meet the requirement and expectation of the faculty of Business and Management.

I really appreciate your kindness to guide, advice and support for the completion of this report.

Thank you

Yours Faithfully,

  
.....

(HAMIYATI BTE. ABDULLAH )

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Thank you.

## **Abstract**

Customer service is an integral part of doing business today. Customer service providers must have adequate preparation to interact effectively with today's customers. This does not magically appear. It is the result of a commitment to increase understanding of the customer, the knowledge of current trends, and the ability to develop skills to achieve excellence.

In response to the need for increased customer service, the study on "How can excellent customer service assist PPI in maintaining loyal corporate market" was created. The purpose of this study is to find the effectiveness of excellent customer service in assisting PPI in maintaining loyal corporate market.

The researcher used primary and secondary sources in order to gather data and information. Primary data such as questionnaires were distributed to the respondents within center regions ( Selangor and Pahang). Besides that, personal observation and personal interview were also held in PPI.

Secondary data also were used such as Internet, magazines, books, journal and annual report to find more related information.

From the findings, the result proved were as below :

1. Excellent customer service lead to the higher number of loyal corporate market.
2. The level of customer satisfaction towards PPI is dependent on the excellent customer service.

As a result, PPI should continue the process of seeking excellence in customer service. This is because, the only way to compete with the competitors in normal market where the quality and price of the product remain constant is through providing excellent customer service.

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