



**A STUDY ON CUSTOMER SATISFACTION
TOWARDS VOICEMAIL SERVICE
OFFERED BY TELEKOM MALAYSIA**

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LETTER OF TRANSMITTAL

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October 25, 2000.

Encik Che Ismail Bin Che Long
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Dear Sir,

**Report on “ A Customer Satisfaction Towards VOICEMAIL Service
Offered By TELEKOM MALAYSIA ”**

I am pleased to present the following report which is the results of my study on the on the above topic. There are primary and secondary data collected in this study as well as to get the latest result.

It is also a great pleasure and opportunity of having you as my advisor. I really appreciate your kindness to guide, advice and look into my study. Lastly, thank you for all the advice you have given through the completion of this thesis.

Thank you,

Yours faithfully,



(NOR AZLINA SAMUDIN)

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ABSTRACT

For over a decade now, Telekom Malaysia has been the country's leading telecommunication company. Since the dawning of telecommunications, Telekom Malaysia Berhad has continuously upgraded and improved the telephone network to become a world class telecommunication company by providing total customer satisfaction in all aspects. But, there is no guarantee that its customers are satisfied and loyal to them.

The study was conducted at Telekom Malaysia Kuala Terengganu. Meanwhile, the respondent focus on the existing customers who using the VOICEMAIL services. The research is to identify the level of customers satisfaction, to know the services performance whether good or not and also to know the loyalty of the customers.

From the findings, we can see that with the **voicemail** services, customer never have to worry about missing important phone calls and messages again. It is because **voicemail** works 24 hours a day. In fact, it's like an efficient personal assistant that take your calls and records your messages all the time.

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