



**FACTORS CONSTRAINING CUSTOMER SERVICE
REPRESENTATIVES (CSR) IN PROVIDING
QUALITY CUSTOMER SERVICE AT
KUCHING TM RETAIL
CONTACT CENTER
(TMRCC)**

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APRIL 2007

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ABSTRACT

This study was carried out to identify factors that constrained Customer Service Representative (CSR) in providing quality customer service at Kuching TM Retail Contact Center (TMRCC). A total of 90 printed questionnaires were distributed to randomly selected Customer Service Representatives among the 200 Customer Service Representatives (CRSs) at Kuching TM Retail Contact Center (TMRCC). Of all the total 90 printed questionnaires distributed, 80 were returned but only 72 were completed one. The respondents were asked 45 questions, which cover the respondents' profiles and factors that constrained Customer Service Representative (CSR) in providing quality customer service.

The study found out that of all the five major factors, respondents clearly indicated that poor delivery system was ranked as the single key factor that constrained the CRSs in providing quality customer service. Respondents indicated that not up to date information and too much interruptions with the system (with both mean 5.68) are the most contributing elements that constrained the CRSs in providing quality customer service. Then followed by frequent system failure (mean 5.61), lack of communication with other related units (mean 5.56), lack of support from other related units (mean 5.35), too bureaucratic (mean 5.26), lack of tools and equipment (mean 4.99) and delivery system not user friendly (mean 4.94) as the least influenced elements respectively.

CHAPTER 1

INTRODUCTION

1.1 Background Of The Study

TM is one of the three government link companies (GLC) together with the other, Maxis and DiGi issued the licence to provide telecommunication service both the fixed and wireless telephone in the country. TM corporate structure is currently classified into two separate groups namely TM Wholesale and TM Retail, headed by a Chief Executive Officer (CEO). Ever since the launching of TM's new identity on July 2005, TM customers and the public alike, place a very high expectation on the organisation. In order to rise up to such expectation the new identity stresses both external and internal changes.

For internal changes, the management roll up with its own internal program through internalisation of the three core values known as KRISTAL value. KRISTAL value comprises three principles, namely Total Commitment to Customers, Uncompromising Integrity and Respect and Care. Total Commitment to Customers means sensitive, responsive and proactive in their measures to meet all customers' need and expectations. Uncompromising Integrity means to uphold honesty and trustworthy in everything they do. While Respect and Care means team-spirit and mutual respect to create a caring and harmonious environment for the workers.

CHAPTER 2

LITERATURE REVIEW

This Study has reviewed the following literatures:

2.1 Process and Delivery system.

According to Bruce E. Jacobs, principal, is a member of BKD Manufacturing & Distribution Group, a division of BKD, LLP, in St. Louis. - January 19, 2007, the purpose of business is to serve customers, but do you really know how your customers perceive the service your business provides? Companies that excel in customer service understand that total customer service is when every customer-related business process and delivery system works in harmony. Every step in the process that involves the customer must consistently and reliably function at the highest level of service every time. Achieving excellence in total customer service is a journey that requires end-to-end thinking about every business process and delivery system that touches the customer: The service the customer receives is determined by the business processes and delivery systems that provide the service. For example, how is it a car rental company can have your vehicle ready and running with the rental agreement prepared and waiting in the car — all by the time you arrive on the lot? It's a very simple process that focuses on the customer: Your name appears on the electronic board and tells you your rental's parking space. You show the yard guard your contract and drivers' license and away you drive. Now, imagine you're checking into a hotel. You'll probably have to stand in line, sign a register and have your credit card swiped before you can get a room. Compared to the car rental company, why is it tougher for you as a hotel customer to access the product or service? After all, it's only a room. Does the hotel think you're going to steal the