



**FINAL REPORT OF PAPER PROJECT
EXPLORING THE UNDERSTANDING OF CUSTOMER SERVICE PROVIDED BY
SABAH PORTS SDN BHD**

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According to Harvard Business review in (1995); relying on customer satisfactions surveys to determine what good customer service is and how well an organization

1.3 Background of the Study

Regarding to my topic research which is Customer Service. This Final Report was prepared for the study of "Exploring the Understanding of Customer Service Provided by Sabah Ports Sdn Bhd. The focuses of this study are on the customer's satisfactions towards the customer service had been given by Sabah Ports Sdn Bhd. Excellent customer service is the key to gaining new customer and customer retentions. Learn to create a customer service oriented organizations, even when dealing with difficult, angry or frustrating clientele. Government and public sector organizations need to view customer service differently than for profit organizations. Learn the importance of effective customer service in the public sector from these resources. Customer Service like a brand, is what is the customer perceives and remembers of the service they receive. What a customer perceives is the service they receive is not necessarily the service they actually receive. Several published studies reveal that the mood of the customer has a significant impact on the perceptions of the service received. For an organization in the service industry, there may be twenty or thirty moments of truth in its provisions of service. A moment of truth is when an interaction occurs between a customer and the service provider that can leave lasting positive or negative impressions on a customer.