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The 8th Southeast Asia International Philanthropy Conference 2023 (SEAIPC2023)

**Future of Philanthropy and Sustainable Development:
Holistic Approach towards Innovative Fundraising
and Strategic Entrepreneurial Partnership
for Societal Well-Being**

7 - 9 November 2023

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**STUDYING THE IMPORTANCE OF COMMUNICATION MANAGEMENT
STRATEGIES IN ADDRESSING INTERNAL COMMUNICATION CRISES AMONG
CUSTOMER SERVICE OFFICERS IN MALAYSIA: A CONCEPTUAL PAPER**

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Abstract

Employees who are satisfied are less likely to quit, neglect work, and produce defective products, and they are more likely to remain loyal to the bank. Effective communication management is essential for attaining employee satisfaction. Consequently, the primary purpose of this study is to determine the value of communication management strategies during an internal communication crisis among Malaysian customer service officers. Employing in- depth interviews and focus groups with Malaysian employees from a variety of sectors, qualitative research methods are utilized to achieve this objective. The study's findings are anticipated to serve as a paradigm for communication management practices in the financial services industry's handling of internal communication crises. By devising the Communication Management Strategies Model for internal communication crisis management, organizations can mitigate the negative effects of such crises, such as employee stress, anxiety, and low morale. This investigation is also intended to benefit the public and private sectors, as well as employees.

Keywords: Communication, Customer Service Officer, Internal Crisis Communication