



# *The* **Epitome** */I'pitəmi/*

Academy of Language Studies, UiTM Cawangan Kedah

*We are back!  
Welcoming the epitome of artistic ideas &  
astonishing writers!*

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## **SYNOPSIS**

The Academy of Language Studies, Universiti Teknologi MARA (UiTM) Cawangan Kedah is thrilled to announce the release of the second edition of its e-magazine, The Epitome. This publication exemplifies our steady dedication to fostering creativity in language and literature.

The primary objective of THE EPITOME is to offer a platform where writers, educators, scholars, poets, and researchers can come together to exchange their ideas, discoveries, expertise, and narratives. Our special focus revolves around an array of creative writing genres, encompassing Playwriting, Short stories, Songs, Speeches, Memoirs, Literary Journalism, Humour writing, Lyric essays, Innovative essays, and Personal essays, with a goal to embrace diverse linguistic expressions, with content available in four languages: English, Bahasa Melayu, Mandarin, and Arabic.

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*Every day is learning curves...*

Dear Readers,

We are back! We are thrilled to present a collection of articles that we believe capture the essence of the writers. Our team has worked diligently to curate content that we hope will both engage and resonate with you.

In these pages, you will find a diverse range of perspectives on life, from joy to sorrow. We hope these pieces inspire reflection and spark meaningful conversations.

We want to express our deepest gratitude to our talented contributors for their time and expertise. Their dedication is what makes the second issue of Epitome possible.

As always, we value your feedback. Please do not hesitate to reach out with your thoughts and suggestions.

Thank you for being a part of our Epitome community.

Warm regards,

**Razanawati Nordin**  
**Editor-in-Chief,**  
**The Epitome**

EDITOR'S NOTE



# Customer Services 101

**Razanawati Nordin**

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**Customers are the king!** No one can argue with that, and yet, how many of us feel we are not aptly welcome to any shops in Malaysia?

Malaysia has made famous its tagline 'Malaysia, Truly Asia. The bright promotional pictures you see in the advertisements and billboards show locals with huge megawatts of smiles and warm gestures with arms across the chest. As a Malaysian, I dare say I feel the opposite. I hardly feel electrocuted by the friendly smiles and waving hands welcoming me into a shop. Not once but several times I stepped into a shop or a restaurant, all I saw were rigid faces and reluctant staff.

In one incident, I experienced the waiter and waitress taking our orders without looking at our faces. Deep inside, I comforted myself by thinking that he or she must be very shy. Now that we are moving to the digital era, we are welcomed with QR codes to key in our orders. What happens to normal interaction and warm marketing suggestions?

In another incident, my husband and I entered a shop selling motorbikes at a mall, and he asked the staff who was sitting beautifully at the counter for the price of the cool motorbike. You will never believe the reply we received. Without lifting her head, she pointed her finger towards the bike and said,

“Harga kat motor tu” (the prize is on the motorbike) and she added, “Boss tak der” (the boss is not here to entertain).

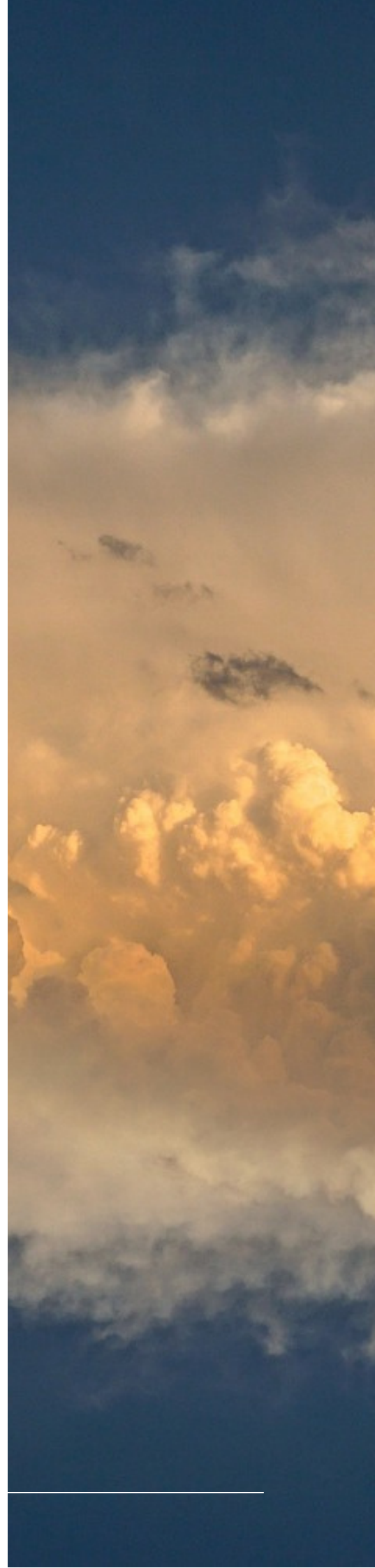
I quickly pulled my husband out of the shop, and I wish I had the guts to grab her head and smash it into the wall or perhaps I should have screamed at her to get up and do her work! Goodbye, and that business has lost a potential customer.

A few years ago, I remember going to a souvenir shop in a famous tourist spot in Terengganu. No one approached to entertain my queries, but when a foreign couple entered the shop, the sales representative practically jumped and greeted the couple enthusiastically.

Are we not supposed to be treated equally? What did I do wrong? Did I dress poorly? Am I that ugly? Am I not white and blonde enough? Maybe it's my body odour. Loads of questions linger in my mind as to why the staff are not appropriately trained, or not trained at all. If you plan to run a business, don't you think that is the basic customer service includes respecting all clients? Fat or thin, local or alien, just be nice!

To all business owners and service centres especially those who are working in food outlets, car workshops, fashion boutiques, distinguished coffee shops, gas stations, and prestige banks, from the bottom of my heart, all you can do is just show one simple act – just smile! Smile at your customers! Greet us from your heart. We as humans are attracted to the warmth of your faces and harmonious voices. We do not need a fluffy red carpet rolled on the floor, or a gong bang thunderously at the main entrance. We need a simple gesture that requires you to flash your teeth, push your cheeks upwards, and curl up your lips.

A plain smile does not wreck your face or collapse your business. It can bring tons of recommendations and encourage your customers to come again and again. Once you smile, trust me, there is a tendency for people to spend more in your shop! And that is GREAT for business!







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