



IMPROVING TELEKOM MALAYSIA'S CUSTOMER SATISFACTION THROUGH  
THEIR STAFF AND BUSINESS PARTNER

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NOVEMBER 2010

## DECLARATION OF ORIGINAL WORK



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### **“DECLARATION OF ORIGINAL WORK”**

I, MUNAWARAH BT M. SARKAWI, (I/C Number: 860626-23-6470)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

07 November 2010

The Head of Program  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Management  
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40450 Shah Alam  
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Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "IMPROVING TELEKOM MALAYSIA'S CUSTOMER SATISFACTION THROUGH THEIR STAFF AND BUSINESS PARTNER" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Yours sincerely

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## **ABSTRACT**

This study is conducted as a partial fulfillment of the coursework of Project Paper (IBM 662). Title of the study is “Improving Telekom Malaysia’s Customer Satisfaction Through Their Staff and Business Partner”. The main objective of the study is to identify the commitment of Telekom Malaysia in order to build the long-term relationship with their customers and business partners, to justify the important of communication skill in this department (TMSME), to explore the effort of the staff in setting the meeting and business activities for their customers and business partner and lastly to clarify the transparency of information provided by them is assisting the customer’s requirements and understandings.

This study was conducted under two types of data collection; Primary Data and Secondary Data. The Primary Data was collected discussion with staffs at Telekom Malaysia Berhad Sentosa Johor Bahru, while the Secondary Data was collected from various sources such as internet, magazines, journals, book and articles and newspaper. This case study will highlight certain recommendations which should be noted by Telekom Malaysia Berhad for the future benefit.

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