

**A STUDY ON THE KTM KOMUTER'S CUSTOMER SERVICE
PERFORMANCE PROVIDED BY THE TELE-MARKETEER
TEAM**

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ABSTRACT

KTM Komuter is the most ambitious project ever handled by KTMB with a vision to propel the railway industry into a new era of modernisation . Modernisation of rail transport infrastructure will contribute to the economic development of Klang Valley's population which goes in line with the Government's vision in achieving a developed nations by the year 2020 .

The study area will try to analyse the Commuter Service Department's marketing strategy with the main focus on the hotline services called the 'Commuter Connection' . The Commuter Connection Services is a marketing tools to improved customer service standard with the help of Tele-marketeer Team .

A survey was made by distributing structured questionnaires amongst commuters and households to analyse the effectiveness of the Commuter Connection Services . The data were analyse using table of forms showing their percentage level . Informal interviews and general observations were also done to seek any problems faced by the study area .

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