



UNIVERSITI TEKNOLOGI MARA

**RHB BANK CUSTOMER CARE CENTRE
TELEMARKETING UNIT, KUCHING:
CASE STUDY ON EFFECTIVENESS AND EMPLOYEE
SATISFACTION**

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ABSTRACT

This study was designed to establish and improve the effectiveness and employee satisfaction in telemarketing unit for RHB Bank Customer Care Centre, Kuching.

The objectives of this study included the following: 1) To identify the extend of employer and employees relationship, 2) To identify training relevancy and 3) To increase telemarketers performance between employee motivation and employee satisfaction. Our investigations shown that RHB Bank Customer Care Centre Kuching need to improve on the areas mention such as employer-employee relationship, training, motivation and also job dissatisfaction amongst its employees.

This research collected both primary and secondary data. Primary data was collected through informal talks with management and employees. Meanwhile secondary data was collected through company questionnaires. The secondary data was collected from a sample of five questionnaires obtained from the telemarketers of RHB Bank Customer Care Centre, Kuching.

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1.0 INTRODUCTION

1.1 Background of the Study

This study focuses on RHB Bank Customer Care Centre, Jln Kulas Kuching and the study was carried out based on current marketing, management and operations issues of the telemarketing.

1.2 RHB Bank Customer Care Center Profile

RHB Banking Group is currently the fourth largest fully integrated financial Service Group in Malaysia. Their core business is streamlined into four Strategic Business Units (SBUs):

- a) Retail Banking
- b) Corporate & Investment banking
- c) Islamic Banking
- d) International Banking

The businesses are offered through their main subsidiaries – RHB Bank Bhd and RHB Investment Bank Bhd, which are wholly owned by RHB Capital, and RHB Insurance Bhd, which is 79.5% owned by RHB Capital. The retail banking serves the needs of retail customers as well as business. Their forte is “packaged” products such as

1.4 RESEARCH OBJECTIVES

The objective of this proposal, therefore are as follows:

1.4.1 To identify the extend of employer and employees relationship.

The study will suggest the strategies to extend the relationship among the management and the employees

1.4.2 To identify training relevancy

The study will establish the link between employees training and suggest how employee training can be used to increase the level of satisfaction.

1.4.3 To increase telemarketers performance between employee motivation and employee satisfaction

The study will suggest strategies to establish employee motivation and employees satisfaction from the findings of the questionnaire.