

**SCHOOL OF BUSINESS MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY
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PAPER SUBMITTED AS A PARTIAL REQUIREMENT TO
FULFILL THE BACHELOR OF BUSINESS AND
ADMINISTRATION (HONS) (MARKETING) COURSE

***RESPONSIVENESS OF TM TOUCH IN
HANDLING CUSTOMER COMPLAINTS
TOWARDS COMPANY'S PERFORMANCE
AND CUSTOMER LOYALTY***

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To:

Mr. Che Ismail Long
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Dear Sir,

Report on How Responsive TM Touch in Handling Customers' Complaints
Towards Company Performance and Customer Loyalty.

I am pleased to present the following report of my study on the above topic.
The duration of the study is approximately four months to finish.

I really appreciate your kindness to guide, advice and look into my study.
Thank you very much.

Yours faithfully,


(MARDHIAH JAALAM)

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1.0 INTRODUCTION

Communication is very important to all human beings. It has becoming even more important in the world of technology where everywhere people are connecting for leisure as well as business. Moreover our prime minister has encourage on the development of telecommunication in the country. Due to the importance of communication, people sometimes face communication breakdown when problem rise in communication.

We are lucky by the invention of telephone that help us communicate whether to receive or deliver information. When technology develops every day, we finally realizing that technology leads to necessary in using cellular phone as it will make communication a lot more easier. Future shows development in wireless communication or what we all 'whenever and wherever communication'. Moreover, nowadays using handpone is considered a society culture that portray prestige and sophisticated lifestyle.

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