



**ACHIEVING EXCELLENT CUSTOMER SERVICE AT
HONG LEONG BANK BERHAD THIRD MILE BAZAAR
KUCHING BRANCH**

ANNE NGSANGAI MULI

99511391

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)**

**FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA SARAWAHAN**

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ABSTRACT

Achieving excellent customer service is the goal of all the banks and service provider. In the competitive world nowadays, all the products offered by the same industry are almost similar to each other. The only way for the firm to gain competitive advantage is through the differentiation of customer service given. This is what happened to Hong Leong Bank Berhad, particularly Third Mile Bazaar Branch. This branch also faced a rival from the other commercial bank surround the area. So in order to ensure sustainable growth achieving excellent customer service is important.

The method used in collecting the information in this study is mainly through questionnaire and unstructured personal interview. The data collected then processed by using SPSS software system.

From the data analysis, a few findings had been found. It is such as, the Priority Banking customer, mostly are satisfied with the service given to them.

The overall customer service quality at the branch is at a satisfactory. But there are rooms for improvement in order to be excellent and competitive. Even though the overall customer service is at satisfactory level, but the queue time management is not as good as the other area. Queue time management needs a lot of improvement.

The recommendations are mostly call for the further improvement in the queue time management as the other area is at a satisfactory level.

CHAPTER 1

1.0 INTRODUCTION

1.1 Bank And Customers' Service

Bank is financial institution and in Malaysia it is govern by Bank And Financial Institution Act 1989.

As a financial services provider, banks are dealing with customers or depositors daily. In Malaysia there are ten local commercial banks available beside a few foreign own banks. These banks are competing against each other to gain market share and sustainable growth. As service provider and deal with customers, bank cannot be separated from customer service.

However, it is not easy to define customer service. There is no specific of definition of customer service the same goes to services itself, it is very subjective.