

**A STUDY ON THE EFFECTIVENESS OF CUSTOMER
SERVICE AT DIMERCO EXPRESS**

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ABSTRACT

There are more than 200 airfreight agencies in MAS Cargo Complex, Sultan Abdul Aziz Shah Airport, Subang and one of the most well established agency is Dimerco Express Sdn. Bhd. Dimerco Express (Kuala Lumpur) is one of 4 Dimerco's branches in Malaysia where their service network has grown to 200 offices through out the world. Their activities cover various services which include, airfreight / seafreight forwarding and consolidation, custom brokerage, nation-wide distribution, warehousing and other support services.

Customer service is an effective tool in competitive market. For that reason, Dimerco Express (Kuala Lumpur) had established their own Customer Service Department in 1994. The main objective of this department is to build a service oriented team that can provide confidence to their customers.

The main purpose of this study is to find out the effectiveness of customer service activities. From the information gathered through the distribution of questionnaire, the problems in Dimerco Express (Kuala Lumpur) as well as the level of customers' satisfaction can be identified.

The sample populations for distribution of the questionnaire are customers of Dimerco Express (Kuala Lumpur) around Klang Valley and random sampling is used in selecting the sample for this survey. Primary and secondary data are used in presenting this research study. Descriptive analysis method is used to determine and find out information that satisfies the objectives of this study.

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