

SERVICE QUALITY

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THAT EXTRA MILE IN SERVICE EXCELLENCE



WHAT IS SERVICE?

- BANK
- HOTEL
- AIRLINE
- NETWORK PROVIDER
- FASTFOOD RESTAURANT



WHAT IS SERVICE?

- LOCATION
- STAFF (RELATIONSHIP)
- PRODUCT
- CONVENIENCE
- TIME



WHAT IS CUSTOMER SERVICE?

“Customer service is a series of activities designed to enhance the level of customer satisfaction – that is the feeling that a product or service has met customer expectation”

Turban, Efraim (2002) – Electronic Commerce, A Managerial Perspective



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RELOCATION OF TAP BRANCHES AND INTRODUCTION TO NEW PAYMENT CHANNELS

In under 3 Years, TAP has successfully moved its branches to a more strategic locations



EXISTING CHANNELS



YAYASAN BRANCH
Officially opened on 11 May
2006



HQ BRANCH
New design officially opened on
16 January 2007



KUALA BELAIT BRANCH
Officially opened on 22 February
2007



TUTONG BRANCH
Officially opened on 29 July
2008



TEMBURONG BRANCH
Officially opened on 25 August
2008

EXISTING CHANNELS

Achievements

Payment through local bank counters

2 local banks selected

No additional costs incurred

TARGET

All local banks

No additional costs



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EXISTING CHANNELS

INTRODUCTION OF CALL CENTRE

ESTABLISHED IN FEBRUARY 2008

JOB TASKS

HANDLE QUERIES – WITHDRAWAL & REGISTRATION
STATUS, SCHEMES, ATTEND GENERAL QUERIES



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OBJECTIVES

1. Customer approachability and comfort
2. Strategic location/s closer to its customers especially employers
3. Convenient location for its members - Stop and Go visit
4. Near to adjacent financial centers i.e. commercial banks
5. Project a corporate image



Good Practice 2

IMPROVEMENT OF PERSONNEL ATTITUDE AND CUSTOMER FEEDBACK

In under 2 years, TAP has implemented several activities and placed additional control mechanism in identifying and improving customer service



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SERVICE AMBASSADOR AWARDS

INTRODUCED IN JANUARY 2008

TO MOTIVATE THE STAFF IN PROVIDING

QUALITY SERVICE TO THE CUSTOMERS

RESULTS TO BE DISPLAYED EVERY

QUARTER YEAR



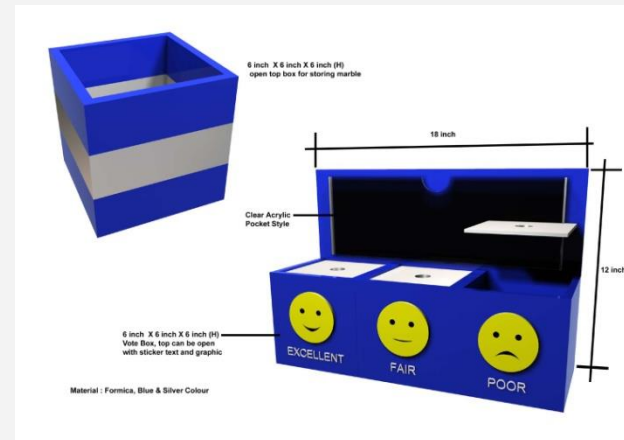
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CUSTOMER MARBLE RATING

Allows INSTANT rating to service

Easy and simple

Measurable



CUSTOMER SERVICE OFFICERS

Introduced in February 2009

Objectives

- Encourage direct contact with customers from other internal departments
- Consist not only clerks but officers and managers
- Reflect TAP's commitment to customer service excellence



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CUSTOMER SERVICE OFFICERS

Functions

1. Act as a floor worker
2. Speed up negotiations and operations
3. Assists with short queries
4. Gather customer feedback



GOOD PRACTICE 3

INTRODUCTION TO TAP02 AUTOMATION

A program that allows employers to manage and automate their own TAP contribution payment, freely enter their employee details, generate report and TAP02 upload file



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BENEFITS

TAP02 Automation System version 1.0.0 - [Main Menu]

File Tools

Step 1

TAP A/C and Details

Step 2

Contribution Payment

Step 3

CFILE

Change Login Password

Decrypt CFILE

Exit

No complexity in detailing information

Saves time

Auto re-reconciliation of contribution amount

Paperless

Easy-to-use

Can be uploaded directly into the system

TAP02 Automation System version 1.0.0 - [TAP A/C and Details] - [Employee(s) Details]

File Tools

Record: 1 / 1

Company Name: UTRDY
TAP A/C No.: 100043015

Employee - (Total Record(s) : 3)

IC Number	Name	TAP Account No.	Resigned	Date Resigned (dd/mm/yyyy)	Wages
00-456465	JKLDTFGKJL	300564654	No		M
00-564654	KLJGFHLK	300054564	No		M
00-564654	KLJGFHLK	300054564	No		M

Close

INS CAPS NUM SCRL Online: khalesah.rahim

TAP02 Automation System version 1.0.0 - [Contribution Payment] - [Contribution Sequence No.]

File Tools

Record: 1 / 3

Contribution Date: Sep-2009

Get Employees Record

Get Previous Contribution

Contribution Amount and Payment Type

Company Name	Company SeqNo	Date Created	IC Number	Name	TAP Account No.	Employee Amount	Employee Amount
UTRDY	100043015 - Seq001	26-Aug-2009	00-456465	JKLDTFGKJL	300564654	\$5.00	\$5.00

Close

Save

Delete

Cancel

Contribution Date

End

Create CFILE

INS CAPS NUM SCRL Online: khalesah.rahim



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Good Practice 4

EFFORTS TO ENSURE COMPLIANCE OF THE TAP ACT

OBJECTIVES

- Increase public awareness
- Increase understanding on TAP Act
- Compliance to the regulations concerning employers and employees

Challenges

- Lack of co-operation
- Failure to provide documents

METHODS

- Organize road shows
- Work attachment at Attorney General Chambers
- Control & Restraint Technique Training
- Conduct Industrial visits
- Joint visits to other social security organizations



THANK YOU



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