Online Complaints System for TM Perlis Customers

By

Nur Faizah bt Ramli

Dissertation submitted in partial fulfilment of The requirements for the Bachelor of Technology (Hons) (Business Information System)

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CERTIFICATION OF APPROVAL

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Nur Faizah bt Ramli

A project dissertation submitted to the Business Information System Programme Universiti Teknologi PETRONAS in partial fulfillment of the requirement for the BACHELOR OF TECHNOLOGY (Hons) (BUSINESS INFORMATION SYSTEM)

Approved by,

(Dr P. Dhanapal Durai Dominic)

UNIVERSITI TEKNOLOGI PETRONAS TRONOH, PERAK July 2007

CERTIFICATION OF ORIGINALITY

This is to certify that I am responsible for the work submitted in this project, that the original work is my own except as specified in the references and acknowledgements, and that the original work contained herein have not been undertaken or done by unspecified sources or persons.

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NUR FAIZAH BINTI RAMLI

ABSTRACT

The purpose of this report is to propose a new complaints system for TM (Telekom Malaysia) Perlis that is online complaints system for TM Perlis customer. The online complaints system is called Online Complaints System for TM Perlis Customers. The objective of Online Complaints System for TM Perlis Customers is to introduce TM Perlis environment as well as TM's staffs to easy, attractive and interesting business model that is online complaints system. This report is also presenting the findings of rough analysis on online complaints system based on the literature works. The findings can be viewed at Literature Review section.

How businesses resolve customer complaining behavior effectively has been considered a "defensive marketing" strategy which diminishes customer dissatisfaction. Handling customer dissatisfaction accompanies Web customer complaint management, which might be the critical issue for online customer service solutions

On overall this interim report lays out the framework of Online Complaints System for TM Perlis Customers. The first part of the report will explain on the introduction to the project, including the Background, Problem Statement and Objectives and Scope of Study. The second part of this report represents the Literature Review while mechanism on developing the project is being discuss in the third part, that's is Methodology or Project Work. The fourth section of this report discusses on the Results and Discussion and lastly, the Conclusion and Recommendation can be found on the fifth and last section.

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The research findings suggest that e-businesses especially TM Perlis should 1) provide excellent online customer services because customer service is the most important factor in online customer satisfaction; 2) respond to customers' requests/complaints fast because the response speed is more important in online customer satisfaction than offline; and 3) employ strategies that are appropriate for the product category in question.

ACKNOWLEDGEMENTS

Praise upon Allah the Almighty for giving me the strength and time to successfully completed my dissertation report for Final Year Project. First and foremost, thanks a million to the FYP committee, for approving my proposed topic entitled 'Online Complaints System for TM Perlis Customers'. I would like give my highest salutation and respect to my supervisor, Dr P. Dhanapal Durai Dominic. With the guidance and advice from him, I was able to perform my task and research well for the whole two semesters of my final year project part I and II.

I also would like to say my heartfelt thank you to the other lecturers and my friends who always provide the best support to me. Finally, thank you for all individuals and groups that have not been mentioned here but had given me very helpful hand either directly or indirectly in making my dissertation report for the final year project accomplished ad successfully done.

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CHAPTER 1 INTRODUCTION

Online Complaints System for TM Perlis Customers is gaining the attention of TM Perlis staffs from the highest level and lowest level that are interested in increasing repeat business and customers' loyalty. Online customers' complaints, as Web-enabled market • feedback, have illuminated the operators' works in handling customers' complaints. Online customer complaints also show how e-businesses handle customer complaints – a reflection of how much they value their customers. Successful organization focuses on the goals of maintaining customer loyalty and of using complaint handling data to solve problems and address issues raised by customers. Nowadays most companies operate multiple channels (including Internet) and are therefore faced with the challenge of an adequate channel design which has to take into account channel specific consumer behaviors [1].

1.0 Background

Nowadays, TM Perlis customers are facing difficulties for requesting any information from TM itself. This problem seems to turn up because of the used of existing system that provided by TM Perlis which are:

1.1 Receive complaints manually

Restoration complaints from customers will be received at TMPoint (marketing part) [2]

1.2 Hotline 100

The operators will received the complaints from the customers and the restoration complaints will be logged into SMART system [2]

This only could happen when the customers know exactly what their needs or problems and also know the whom they have to go to look for the solutions or information but this will consume a lot of time and effort before the customers could get the right person and right ways and information.

The main problem faced by customers is to keep track with their request or problem feedback. The received complaints manually and Hotline 100 did not record or state whether the customers' problems have viewed or either some action have been taken for the specific problems or not, it just waiting for TM's staff to contact them or approach their premises (houses, offices and shop lots) without having any updated regarding their complaints and problems.

For this research project there are a lot of studies involved, which generally covered all the important parts of developing the Online System such as find out what function to include in the system, studies on the HTML script from various programming language that are suitable for the system. Furthermore, a study on the way to develop, program and implement the working prototype for the system was also done. Finally, the project covered the work on developing the prototype of the system based on findings from the studies done.

A method and system of managing and handling customers' complaints is provided. The method includes receiving a complaint from a customer regarding TM services, forwarding the complaint to the TM for a TM's response, displaying the complaint and the TM's response, if one is received, for a plurality of users to opine as to the righteousness of the customers and the TM themselves, receiving a plurality of users' opinions of righteousness, and displaying the users' opinions of righteousness. More particularly, the present application relates to a system and method for handling and managing customers' complaints.

2.0 Problem Statement

There are two problems identified in current ways of managing the problem or request from TM Perlis customers. This research is needed in order to overcome the difficulties that are facing by the administration (TM Perlis) and also the customers.

This research project arises from the trouble faced by customers in complaining and integrating with TM Perlis regarding telephone service as well as streamyx service. From personal experience during internship periods which I had undergone at one of TM branches in Perlis which is TM (Network and Maintenance) part. During my internship period, I had experienced in each department. Currently, TM only provided two methods in handling customers' complaints especially regarding on TM services; telephone and streamyx, which are:

2.1 Receive complaints manually

Restoration complaints from customers will be received at TMPoint (marketing part) [2]

2.2 Hotline 100

The operators will received the complaints from the customers and the restoration complaints will be logged into SMART system [2]

2.3 Response

Time is very high that can cause customer dissatisfactions. Another problem is the manual system do not state the progress of the request, the customers could not monitor the progress.

2.4 Response time

The current system also did not kept the previous posted inquiries or problem, therefore the customers keep asking the same problem or information and the admin will be providing the same solution to the same problem. The response time may increase because the process of keep tracking the previous complaints did not monitored effectively.

2.5 Complaints registration number

Complaints registration number is needed to keep track the per person who had posted their complaints. Besides, this registration number will keep track the frequently, regular and active customers.

The online system have two user's group. The first group is the admin group that is responsible to maintain the system and the requested report. Second, the user's group for the user to log on to any requested to the admin

The system will help the requested report being managed properly and the report could be viewed by appropriate person from any computer that has access to internet. The customers also could monitor the progress of their problems either the problem is being solved or still in progress.

With the online complaints system the admin could use the online complaints system database to gain what type of the problem that have been asked frequently by the students and with the information from database the admin could make a list of frequently asked question. Therefore the students might get the solution for their problem instantly by viewing the list or Frequently Asked Question (FAQ)

The mentioned problems make this research project valuable to be done. The significant of the project is the final product of online complaints system is well-defined and complete functions. The online complaints system is more usable and manageable compared to the existing system that currently implemented. This can grant a good users' communication among the user of the system.

In short, I can say that the need for a single online complaints system for TM's customers so that, every complaint will effectively reach the respective units with a minimum errors and problems.

3.0 Objectives and Scope of Study

The objectives of this project are to study on how to develop an online system to handle complaints report, to study on what is the suitable functions need to be embedded in the system, and to implement there two findings to develop the online complaints system.

The scope of study consists of achieving the project's objectives, which covers the study on the embedded functions for the system, how to develop the system and development and code programming based on these findings. These three objectives are categorized as the development of the system. The system developed will look like message board; consequently the system is easy to use and to manage by the admin and the customers.

3.1 Objectives

- To introduce TM customers in Perlis to easy and effective system in reporting their complaints as well easy in interaction with TM.
- To easily resolve customers' complaints and reduce response time
- To reduce operators' works load

3.2 Scope of Study

Online Complaints System for TM Perlis Customers is a concept of customer relationship management. It is an ideal solution for managing customer complaints and successful customer relationship management requires adherence to a stable and consistent strategy that focuses on the goals of maintaining customer loyalty and of using complaint handling data to solve problems and address issues raised by customers.

The main idea of this system is to create the best communication solution between TM Perlis and TM Perlis customers itself in resolving any problems regarding telecommunication problems in entire Perlis.

3.2.1 Data Collections

Data in a variety of forms was collected during the pilot study. Data collection was carried out throughout the collection processes and covered the types of interaction between the customers and TM Perlis itself, kind of customers' perspective of views towards TM Perlis as well their suggestions and opinions. The detailed exposition was shown as followed:

Existing complaints form collected

- Hardcopy complaints forms were collected from TMPoint. There were two types of forms which are:
 - Complaints form for Streamyx services
 - Complaints form for telephone services

Interviews with TM's staffs

 Two interview sessions had been run with two different TM's staff from two separate departments which are from TMPoint (Marketing Department) and from TM ACCESS/SAF (Technical Department). There were provided with some pamphlets about TM's services. The information about complaints and their customers' behaviors. 3.2.2 Preliminary observations: In the online complaints system for TM Perlis customers a good complaints form to maintain customers' relationship?

Online complaints system for TM Perlis customers is a good complaints system meaning that:

- a) The online complaints system will not yet record all customer complaints in writing; reduced paper usage.
- b) The online complaints system can manage customer complaints and service quality incidents documented and reported to one central person.
- c) There will be one executive responsible for your complaint management system, in order to ensure the online system will operates effectively.
- d) Through this online complaints system, TM's staffs will gather and submit customer complaints and compliments
- e) Through this online complaints system, all the complaints and compliments analyzed so that the most important issues are prioritized for improvement.

3.2.3 Additional Observation

a) Computer technology

Some of the customers have a problems using the computer technology because they are not familiar using the computer as well as the online complaints system which only run automatically through the internet.

- b) Assistance in using online complaints system
 - Some of the customers need assistance in using the new form of online complaints system because they are not familiar yet with it.
- c) Customers' background attitudes
 - Some of the customers do not want to use the new form of system instead using the old one which is a manual complaints form. They prefer to use the manual one because for them, the online complaints system will guide them to difficulties to communicate with TM Perlis.

CHAPTER 2

LITERATURE REVIEW AND/OR THEORY

1.0 "EVEREST; Customer Focus Quality"

Online complaints system is be developed based on to the one of the existing online customers' complaints system "EVEREST; Customer Focus Quality" that being implement in current technology in United States. Through this technology the online will more usable and manageable. **EVEREST** complaints system be (http://www.lynksoftware.com/target.htm?customer complaint system.htm) provides a cornerstone to create Customer Focused Quality. It embodies an effective process of continuously monitoring and resolving customer, supplier and internal concerns with integrated analysis for business process improvements [3].

2.0 Bulletin Board Corp 2004

The study has shown that if the visitors use the board primarily for discussion topics, it is better to set it up as threaded board. If the visitors use the board to primarily post single items or message such as items for sale, help wanted, classified ads, etc. (message that won't have further discussion associated with them) non-threaded board is a preferred option (Bulletin Board Corp 2000) [4].

3.0 Virtual Communities

Deborah Lynne Wiley (1998) argues on ways to provide the information in the context that the users preferred. She also states that the research engines are now recognizing the limits of the massive quantity but lack of quality and inaccurate information searched by the users on the web. Therefore, some of the technologies suggested to improve the information retrieval system on web are collaborating filtering, data extraction, data visualization, agent technology, classification a clustering and virtual communities [5].

4.0 Information retrieval system

"A study on the present and future work in the information retrieval system" done by Van Rijsbergen (Information Retrieval, Second Edition Butterworth, London 1979). Even though the study is still on the experimental stage, perhaps it can bring out the encouraging implication for the information retrievals studies in future. Similarly to "classification and clustering" technology suggested by Deborah (1998) the author suggests "automatic classification" to structure large document collections, which will assist along with the appropriate [6].

CHAPTER 3

METHODOLOGY/PROJECT WORK

1.0 Software Development Life Cycle (SDLC)

For this research project, the System Development Life Cycle (SDLC) models being chosen. The Systems Development Life Cycle (SDLC) is a conceptual model used in project management that describes the stages involved in an information system development project from an initial feasibility study through maintenance of the completed application:

1.1 Feasibility study

The feasibility study is used to determine if the project should get the go-ahead [7]. If the project is to proceed, the feasibility study will produce a project plan and budget estimates for the future stages of development.

1.1.2 Technical feasibility

This involves the technical structure of the system. One of the important parts in technical feasibility is about software and hardware available as well as its databases and connectivity:

- Hardware available: personal computer
- Software available: operating system; Microsoft window XP, Macromedia
 Dreamweaver MX, Adobe Photoshop, Macromedia Fireworks
- Jatabases: MySQL, Apache

The assessment is also involved on an outline design of system requirements in terms of Input, Output, Fields, Programs, and Procedures. This can be qualified in terms of volumes of data, trends, frequency of updating, etc. In order to give an introduction to the technical system.

1.1.3 Operational feasibility

Operational feasibility roles are to provide a core understanding how online complaints system will be organized in order to function as planned. This involves and focusing on its functional architecture; including the interfaces of the online complaints system, its databases, its complaints forms that are interactive with the users/customers, how TM.Perlis staffs responses with the system in order to fulfill needs.

1.1.4 Economic feasibility

This involves questions such as whether the firm can afford to build the system, whether its benefits should substantially exceed its costs, and whether the project has higher priority and profits than other projects that might use the same resources. This also includes whether the project is in the condition to fulfill all the eligibility criteria and the responsibility of both sides in case there are two parties involved in performing any project.

Cost-benefits analysis (CBA) is a method of evaluating the net economic impact of a public project. Projects typically involve public investments, but in principle the same methodology is applicable to variety inventions for example, subsidies for private projects, reforms in regulation, new tax rates. The aim of CBA is to determine whether a project is desirable from the point of view of social welfare, by means of the algebraic sum of the time-discounted economic cost and benefits of the projects.

The techniques are based on:

- a) forecasting the economic effects of a project
- b) Quantifying them by means of appropriate measuring procedures.
- Monetizing them, wherever possible, using conventional techniques for monetizing the economic effects.
- d) Calculating the economic return using a concise indicator that allows an opinion to be formulated regarding the performance of the project.

The justification for an investment project tallies with the feasibility and economic performance. CBA is usually accompanies a feasibility study (technical, financial etc) of the project itself and it constitutes the final synthesis. The main advantage of CBA compared to other traditional accounting evaluation techniques is that externalities and observed price distortions are also considered. In this way market imperfections are explicitly considered, which are reflected neither in corporate accounting nor, as a rule, in national accounting systems.

1.2 Requirement analysis and design

Analysis gathers the requirements for the system. Design focuses on high level design, low-level design (how the individual programs are going to work), interface design (what are the interfaces going to look like) and data design (what data will be required). Several techniques had been used to represent the structures, requirements and design of the system:

1.2.1 Context diagram

a) Context Diagrams are an effective technique to establish the boundary between the system that is being developed and its associated environment. Online Complaints System for TM Perlis customers is an inner working system and interacts with others external entities that the system needs to interface with successfully. There are government that was one of the big organizations that responsible in organizing and managing Malaysia's rules and regulations. Besides, others telecommunication company that react as competitor to TM Perlis and also the visitors that always observe on TM Perlis performance that will give a big impact to TM Perlis businesses and operations.





1.2.2 Data flow diagram

A data flow diagram (DFD) is a graphical representation of the "flow" of data through an information system. A data flow diagram can also be used for the visualization of data processing (structured design). It is common practice for a designer to draw a contextlevel DFD first which shows the interaction between the system and outside entities. This context-level DFD is then "exploded" to show more detail of the system being modeled.

Dataflow diagrams can be used to provide the end user with a physical idea of where the data they input, ultimately has an effect upon the structure of the whole system from order to dispatch to restock how any system is developed can be determined through a dataflow diagram.



Figure 2





1.3 Implementation

In this phase the designs are translated into code. Computer codes are written using a conventional programming language or an application generator. Programming tools will be used. In this project, web-based application programming will be used such as HTML, CSS in design phase as well as PHP programming language.

1.4 Testing

In this phase the system is tested. The programs are written as a series of individual modules, this subject to separate and detailed test. The system is then tested as a whole. The separate modules are brought together and tested as a complete system.

1.4.1 System testing

The author used "system testing" techniques that conducted on a complete, integrated system to evaluate the system's compliance with its specified requirements. System testing falls within the scope of black box testing and as such, should require no knowledge of the inner design of the code or logic.

As a rule, system testing takes, as its input, all of the "integrated" software components that have successfully passed integration testing and also the software system itself integrated with any applicable hardware system(s). The purpose of integration testing is to detect any inconsistencies between the software units that are integrated together (called *assemblages*) or between any of the *assemblages* and the hardware. System testing is a more limiting type of testing; it seeks to detect defects both within the "inter-assemblages" and also within the system as a whole.

1.5 Maintenance

Inevitably the system will need maintenance. Software will definitely undergo some change once it is delivered to the customers in order to meet customers' needs and satisfactions.

2.0 System overview

Online Customer Complaints System for TM's Customers has three main users which are administration which control the system as a whole, customers which are log in into the system and use their identity name to post any complaints regarding TM's services as well as to voice out their opinions to TM and have limited access to the system and lastly visitors is the category of user that has limited access towards the system. Visitor is basically the public or consumers who can only browse through the website and view the site compare to the registered customers.

3.0 Program flows

Before a consumer can be declared as a TM's customers, they have to go through the registration process. Each customer is allowed to create only one account for each of the phone number that they have. To avoid multiple accounts by a single customer, customer must use their telephone number and number's owner as the user id to register. The idea of the online system is like a consumer portal where all TM's customers can voice out their complaints and opinions for further actions taken by TM to fulfill their needs and satisfaction.

4.0 Development Tools

To date, I only plan several tools to be used in implementing this project and I hope after this, I can use many more tools to improve the effectiveness of this project. The tools include:

Key HTML/ HTM / XHTML – Macromedia Dreamweaver MX

- CSS- Macromedia Dreamweaver MX (design phase)
- Programming approach selection : PHP and JavaScript
- 🐇 Adobe Photoshop CS
- 🐇 Macromedia Fireworks MX
- 🐇 XAMPP
- 🕹 MYSQL

CHAPTER 4 RESULTS AND DISCUSSIONS

1.0 Expected Result

From this project, it is targeted that by the end of the development period, the working system of online complaints system for TM Perlis customers can be implementing in TM Perlis environment. The result of this project is an online complaints system that can be accessed by TM Perlis customers via our internet. It is targeted that customers may aware on the existence of this website thus the project objectives can be achieved. The online complaints system must have interactive, simple, and clear interface so that TM Perlis customers can feel the easiness of interaction with TM directly. The project is also targeted to follow the schedule and always on time frame track.

2.0 Limitations

However, the working prototype must also have some barrier to face. As being plan, the whole system is focuses on customers and the organization. Unfortunately there might some difficulties or limitation towards the plan. At the time being, the system is more focuses on customers and not yet focuses on the organization benefits.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

As a conclusion, this final year project had reached the implementation and testing phase. Basically, Online Complaints System for TM Perlis Customers has three main users which are *administration* which control the system as a whole but administration members need to log in into the system in order to mange the system, reviewing the complaints posted, reply the complaints and generate the report regarding customers' satisfactions monthly and *customers* which are log in into the system and use their identity name to post any complaints, view posted complaints regarding TM's services as well as to voice out their opinions to TM Perlis and have limited access to the system .

However, for further development, it is recommended that this online complaints system could be targeted to larger scales which are the system to be equipped with other extras component and special features despite of keeping the site as simple and easy navigation by novice user. The online complaints system for TM Perlis customers will increase TM customers' satisfactions with more interactive, effective and reliable online complaints system. Besides, the systems also will provide the customers with online customer registration to TM customers in order to use the online complaints system easily and effectively.

For the future directions, it is recommended that the online complaints system could be accessible through mobile phones as well as PDA's. For example instead of by accessing the online complaints system on the website from the PC, SMS could also be use to perform reporting complaints, suggesting the opinions, and interacting with TM Perlis directly.

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APPENDICES

System Interfaces

Customers site



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About TM

Vision & Mission

We are Malaysia's Number One information เขทองลิปิยก ഷ് communication technologies.

Vision

Our vision is to be the Communications Company of choice focused on delivening Exceptional Value to our customers and other stakeholders

Mission

To achieve our vision, we are determined to do the following:

- Be the recognised leader in all markets we serve.
- Be a customer-focused organisation that provides ame-stop total solution.
- Build enduring relationships based on trust with our oustomers and partners.
- Generate shareholder value by seizing opportunities in Asia Pacific and other selected regional markets.
- Be the employer of choice that inspire weinformisie excellence.



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.:: Customer Care ::.

.:: Online Complaints System for TM's Customers ::.

We are Malaysia's Number One provider of information communication technologies. TM is improving and enhancing customers' relationship and customers' focus quality.



Resolve customer complaints and improve quality

TM classes the crucial loop from problems through corrective actions and enabling TM to improve customer service while achieving continuous improvement.

Empower TM customer service and quality organization

Customer service and quality can make a difference by engaging customer relationship across TM's products and services.

To introduce TM customers to easy and effective system in reporting their complaints as well easy in interaction with TM

Online Customer Complaints System for TM's customers is a concept of customer relationship management. It is an ideal solution for managing customers complaints and successful customer relationship management requires adherence to a stable and consistent strategy that focuses on the goals of maintaining customer loyalty abd of using complaint handling data to solve problems and address issues raised by customers.

About us.html





CONSUMER

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Contact Us

Telekonn Sales & Services Sdn. Bhd. (TSSSB) is a premier provider of Information and Communications Technology (ICT) products, services and solutions.

Through the west chain of TMpoint throughout Melaysia, it provides a one-stop centre for TM's products and services. Besides TMpoint also our customers to directly interact with TM in facing any difficulties regarding TM services and products to meet the appropriate solutions.

Click according to your area and state:

|| <u>Kuala Lumpur</u> || <u>Selangor</u> || <u>Petaling Jaya</u> || <u>Johor</u> || <u>Negeri</u> <u>Sembilan</u> || <u>Melaka</u> || <u>Kedah/Perlis</u> || <u>Pulau</u> <u>Pinang</u> || <u>Perak</u> || <u>Kelantan</u> || <u>Terengganu</u> || <u>Pahang</u> || <u>Sabah</u> || <u>Sarawak</u> ||

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Calender of Events and Exhibitions for 2007

Date	Events/Exhibitions Details
3 - 5 Aug	Pikom PC Fair III
2007	(KL Convention Centre-KLCC),
	Langkawi International Diakogue (LED)
э-өжшу 2007	(Berjaya Langkawi Beach & Spa Resort Langkawi, Kedah).
9 Aug 2007	Setkari Bersama Pelanggan, Kennentenian Venaga, Air & Telekomunikasi Perak
	(Stadium Indera Mulia, Perak).
11.11. <i>A</i> wog	Sehari Bersama Pelanggan, Kemenberian Tenaga, Air & Telekomunikasi Terengganu
ZWW.#	(Dewan Majlis Daerah Besut, Terengganu).
13 - 19 Aug	World Bathminison Clhampionship
2007	(Stadium Putra Bukit Isli), Kuska Lumpur).
22 - 24 Awg	Kempen & Pameran Keselamatan & Kesihatan Pekerja TM 2007
2607	(Ruang Legar & Aras 1 Menara TM Kuala Lumpur).

News.html





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Customer_registration.php



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herves any exquiries Complaints system Feedback Faally Telephone line report

Customers' and Complaints Information





Complaints.php

Consumer ::.

Registration Form



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Congratulation Your complaints registeration successfull. Click LOGIN to LOGIN into TM complaint system

LOGIN HERE



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Welcome Our Valued Customers!



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Welcome Administration!

Recently updated and posted complaints

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Welcome Administration!

Recently updated and posted complaints

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Welcome Administration!



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