AN IMPROVEMENT OF CUSTOMER EXPERIENCE BY USING NET PROMOTER SCORE (NPS) AT TMPOINT JOHOR

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DEDICATION

Bismillahirrahmanirrahim

This thesis is dedicated to the loving memory of my late father, Allahyarham Haji Ibrahim Bin Haji Abd Rashid and my loving mother, Puan Adebah Binti Haji Ithnin who always give full support to me throughout this journey.

This piece of victory is dedicated to both of you.

To my beloved wife ; Ustazah Adibah Binti Haji Nordin
My children; Muhammad Adib Irfan, Irdina Nur
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Thank you for your patience and endless support.

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ABSTRACT

This study focuses on the improvement of customer experience by using net promoter score at TMpoint Johor. Action research was applied in the study and an intervention plan was designed to determine the respondents' level of experience with TMpoint service quality. There are two objectives of this study: Identify the problems and challenges in strengthening the Net Promoter Score of customer experience and the impact of the intervention planned by using Net Promoter Score for improving customer experience at TMpoint Johor. The interview session was conducted involving two people from the management and operation personnel at TMpoint Johor to supply the information needed for this research and who satisfied the stated criteria. Respondents were chosen based on their employment at TMpoint in Johor. This is because these individuals are in charge of connecting the customers. TMpoint also serves as the first point of contact for TM customers, answering all of their needs and queries. It was found that a good NPS program results in more returning customers and lower customer acquisition costs. Attracting new clients is an expensive activity, but keeping existing customers is far less expensive. Using an adequate NPS program, TMPoint can determine the best strategy to keep existing customers in order to retain business for a longer period of time. From the analysis, the data from pre-intervention and post-intervention shows improvement in terms of customer satisfaction. The study shows the importance of establishing a relationship between customer experience and measurement models such as net promoter scores. The most important factor that determines customer loyalty is the customer experience. Customer experience will be assessed for this study by measuring service quality. NPS surveys are particularly useful because they are very short and may reach customers who may be more difficult to reach through traditional methods.

Keywords- Net promoter score, customer experience, Service Quality

ABSTRAK

Kajian ini memfokuskan kepada peningkatan pengalaman pelanggan dengan menggunakan skor promoter bersih di TMpoint Johor. Kajian tindakan telah diaplikasikan dalam kajian dan pelan intervensi telah direka untuk menentukan tahap pengalaman responden terhadap kualiti perkhidmatan TMpoint. Terdapat dua objektif kajian ini: Mengenal pasti masalah dan cabaran dalam mengukuhkan Skor Promoter Bersih pengalaman pelanggan dan kesan intervensi yang dirancang dengan menggunakan Skor Promoter Bersih untuk menambah baik pengalaman pelanggan di TMpoint Johor. Sesi temu bual telah dijalankan melibatkan dua orang daripada kakitangan pengurusan dan operasi di TMpoint Johor untuk membekalkan maklumat yang diperlukan untuk penyelidikan ini dan yang memenuhi kriteria yang dinyatakan. Responden dipilih berdasarkan pekerjaan mereka di TMpoint di Johor. Ini kerana individu ini bertanggungjawab untuk menghubungkan pelanggan. TMpoint juga berfungsi sebagai titik hubungan pertama untuk pelanggan TM, menjawab semua keperluan dan pertanyaan mereka. Didapati bahawa program NPS yang baik menghasilkan lebih ramai pelanggan yang kembali dan kos pemerolehan pelanggan yang lebih rendah. Menarik pelanggan baharu adalah aktiviti yang mahal, tetapi mengekalkan pelanggan sedia ada jauh lebih murah. Menggunakan program NPS yang mencukupi, TMPoint boleh menentukan strategi terbaik untuk mengekalkan pelanggan sedia ada bagi mengekalkan perniagaan untuk tempoh masa yang lebih lama. Daripada analisis, data daripada pra intervensi dan pasca intervensi menunjukkan peningkatan dari segi kepuasan pelanggan. Kajian menunjukkan kepentingan mewujudkan hubungan antara pengalaman pelanggan dan model pengukuran seperti skor promoter bersih. Faktor terpenting yang menentukan kesetiaan pelanggan ialah pengalaman pelanggan. Pengalaman pelanggan akan dinilai untuk kajian ini dengan mengukur kualiti perkhidmatan. Tinjauan NPS amat berguna kerana ia sangat singkat dan mungkin menjangkau pelanggan yang mungkin lebih sukar dihubungi melalui kaedah tradisional.

Kata kunci- Skor Promoter Bersih, Pengalaman Pelanggan, Kualiti Perkhidmatan

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CHAPTER 1

INTRODUCTION

1.0   Introduction

Net Promoter Score (NPS) is a metric for measuring customer satisfaction and a key determinant of customer experience. The NPS metric is more important than performance outcomes because it implies a stronger relationship with the customers and a more accurate assessment of customer advocates. NPS is inextricably linked to customer experience and the objective of creating value via consumer experience.

Customer experience can be considered to be the result of all internal and external conversations in between customer and the company from over period of the interaction. The customer experience   includes so several access points, concentrations and situations and contains events prior to the actual purchase.

Customer experience is contributed to the development of service quality issues and their resolution in the service sector. Service quality, according to Bitner and Hubbert (1994), is described as a client perception which is more related to the inherent superiority of a specific provider and its services. Due to the obvious good ratings and the expectations of great service, the quality of the service has been critically assessed and analyzed.

The phrase is used to represent a new trend in which providers and customers are linked by pervious product and service experiences. It is really a useful tool for developing immediate and potential approaches. The impact of customer satisfaction on customer loyalty also was essential for the long survival and steadiness of service providers in competitive industries. While customer satisfaction was studied extensively in various study contexts, consumer loyalty in the situation of telecommunication services is presently a research gap. As suggestion is an excellent indicator of current and future business, the Net Promoter Score is regarded a predictor of consumer behavior that spurs a telecommunication service provider's growth.

This research will examine the improving Net promotion score (NPS) of customer experience in TMpoint Johor. In addition to the introduction, this report will also discuss the scenario company information, the research problem, problem situation and research framework, the research objectives and aspirations. The proposal goal is to discover the problem and solution facing the integration of Net Promoter Score in this company to support employee development inside the organization.

1.0.1   Information Of The Company

Telekom Malaysia Berhad (TM) is Malaysian telecommunications service company offering a wide range of consumer and business-oriented services and solutions. These services include fixed telephony and broadband, as well as mobility, internet, and Wi-Fi. Telekom Malaysia Berhad (TM) has revolution the lifestyle and business trends in Malaysia throughout 74 years of journey as the leading telecommunication provider in Malaysian. TM is committed in ensuring the nation is equipping with the latest telecommunication and broadcasting technology. TM as Government Linked Company (GLC) always committed in supporting the

Government's initiative in improving Malaysia internet connectivity such as National Fabrication and Connectivity Plan (NFCP).

In Malaysia, TM is a significant telecommunications firm. TM has continually supplied innovative, dependable, high-quality goods and services, as well as exceptional customer service, for more than a century. TM achieves this mission by providing innovative solutions to consumers and businesses, as well as pushing innovations to the market and the firm itself, with the goal of connecting people with their world, wherever they live and work, and doing so better than anyone else. The inspiration to enhance the corporate platform usually comes from within when you're a great team player.

Telekom Sales & Services Sdn Bhd – TMPoint

Telekom Sales & Services Sdn Bhd (TSSSB) is a subsidiary company of Telekom Malaysia Berhad. Its roles is related to customer services that provides a solutions for all customer in residential and business segment. There is 182 TMpoints outlets that ready to serve their convenience and serves with a great customer experience as TM promise " Life and Business Made Easier " align with Telekom Malaysia strategies that are to improve their interaction with the customer and simplify

This subsidiary has 105 ISO Certified for all outlets around the country. These TMpoint outlets are the key routes for delivering TM services such as service provisioning, bill payments, fixed line, multimedia, and other value-added services. TM Sales & Services also sells a wide variety of telecommunications equipment and appliances. Telekom Sales & Services Sdn. Bhd. collaborates closely with the TM Group, vendors, suppliers, and business partners to distribute telecommunications

goods via its TMpoint outlets. To guarantee that the Company meets its objectives, TM Sales & Services is constantly looking for new methods to offer competitive and high-quality products to its loyal clients.

The transformation, renamed TMpoint to reflect a new image and customer service emphasis, also includes modifications to its procedures and systems, as well as skill upgrades for group workers. It guarantees clients a better experience while interacting with TM, and in exchange, TM has been recognized by the financial community for their outstanding success.

Better service, enhanced responsiveness, stronger customer connections, and the creativity and innovation that keeps a firm ahead of the competition. Customer pleasure will determine the company's performance. Customer satisfaction can be characterized as an overall level of satisfaction or as an attribute-specific level of satisfaction. The latter is predicated on the premise that contentment is a result of service excellence (Cronin and Taylor, 1992). To please the customer, everyone in the company must realize that the firm's whole existence is dependent on the customer, and if the customer is not satisfied, he will not be a customer tomorrow, and if he is not a client tomorrow, we will not have a business tomorrow (Harvey Lamm, President, Subaru of America)

1.1 Net Promoter Score

The Net Promoter Score (NPS) is a customer satisfaction statistic and a crucial indicator of customer satisfaction. The score is then determined by subtracting the quantity of influencer marketing from the number of brand critics. Promoters are quite

likely to recommend a firm to a friend, whilst critics are unlikely to do so. Net Promoter Scores are unaffected by neutral replies.

Since it implies a closer relationship with the consumer and a more accurate prediction of customer engagement, the NPS statistic is more important than satisfaction ratings. Look ahead service providers are looking for innovative methods to not just use this data, but also to turn it into actionable strategies that increase customer loyalty and create a competitive edge.

NPS is inextricably linked to the objective of delivering value via the customer experience. Customer experience is likely to replace both pricing and product as a significant brand differentiation. Customer experience may be described as the sum of all internal and external encounters a customer has with a brand over the course of their relationship. The customer journey encompasses events both before and after the purchase, and it covers various touchpoints, levels, and venues.

1.2   Problematic Situation And Formulation

1.2.1   Problem Statement

The importance of improving the Net Promoter Score (NPS) of customer experience at TMpoint Johor. There is a great opportunity for this company to improve corporate profitability by greater understanding and utilizing NPS. Once customer experience is positive, business value and profit are driven. If negative, it hinders market penetration, continues to drive high call rates, drives strong support costs , reduces customer

experience and can even continue driving customer churn. Consumers are more willing to establish an attraction or an emotional attachment to a product that surpasses market value or quality, which is a true strategic edge. This study will identify the problem and the solution for the regarding NPS implementation in this company.

1.2.2 SWOT Analysis

A SWOT analysis was performed for the TMpoint Johor based on internal and external variables. Whereas the Strength and Weakness are internal elements, the Opportunities and Threats are external ones impacting the TMpoint outlets. The primary goal of a SWOT analysis is to support and assess the internal and external elements that impact the efficacy of nps in enhancing the customer experience journey in TMpoint Johor in particular.

Internal Factor	
Strength	Opportunities
- NPS is easy to use and to understand - NPS score is legitimate customer loyalty metric - NPS score is shown to correlate with business growth - Engaging customers becomes easier	- NPS doesn't provide enough information and understanding - NPS question doesn't fit all situations - NPS is only a metric, doesn't provide enough information eg development and grow
External Factor	
Weakness	Threat
	Rating are not related to quality given

• NPS question doesn't fit all situations • Lack of options may force people to remain customers • The NPS score only the metric	• Receiving sms for nps ratings takes longer than expected • For nps ratings, users must have access to the internet.

Table 1 : SWOT findings of Net promoter Score.

An entire SWOT analysis was completed using data from both internal and external sources. Internal research reveals strengths and weaknesses, whereas external research reveals possibilities and challenges. SWOT analysis is used to evaluate and investigate internal and external discoveries in building a good execution for profitability. The Analysis results were derived from the data collected during the previous interview to determine the causes behind the Net promoter score.

1.3   Research Questions and objectives

Research questions is a set questions in where this research is set to explore and find the answers too. The research question is essential in utilizing apply the qualitative method

1.3.1   Research Questions

Below is the research questions development on the the research objectives;

- Why Net Promoter Score (NPS) can improve customers experience?
- How to improve customer experience by implementing NPS
- How to identify reasons for dissatisfaction and areas to improve by using NPS?

1.3.2 Research Objective

Objective of this study are:

a. Identify the problems and challenge in strengthening the Net Promoter Score of customer experience at TMpoint Johor

b. Impact of the intervention planned by using Net Promoter Score for improving Customer Experience

1.4 Importance Of The Proposed Research

1.4.1 Theoretical

The purpose of this study is to evaluate and assess how implementing Net Promoter Score (NPS) will improve the customer experience at TMpoint Johor, as well as look into consumer acceptance of NPS. According to Richardson (2010), customer experience is defined by how customers interact with a company's services and brand. Companies may deliver a great user experience by offering competitive pricing, a unique network, flexible product variants, improved customer service, and value-added services. Meyer and Schwager (2007) went on to say that both direct and indirect interactions with the firm can impact the customer experience. Direct contact, for example, may be defined as consumer interactions that occur during the purchase and use of a product. An unintended meeting with a company's goods is an example of an indirect engagement.

1.4.2   Practical

The purpose of this study is to evaluate and assess how implementing Net Promoter Score (NPS) will improve the customer experience at TMpoint Johor, as well as look into consumer acceptance of NPS. According to Richardson (2010), customer experience is defined by how customers interact with a company's services and brand. Companies may deliver a great user experience by offering competitive pricing, a unique network, flexible product variants, improved customer service, and value-added services. Meyer and Schwager (2007) went on to say that both direct and indirect interactions with the firm can impact the customer experience. Direct contact, for example, may be defined as consumer interactions that occur during the purchase and use of a product. An unintended meeting with a company's goods is an example of an indirect engagement.

1.5   Research Roles

Based on the action research, the researcher responsibility is to comprehend the problem and find a suitable solution to the problem encountered in the company. The researcher must maintain discipline while doing the study in an ethical manner in order to investigate all facts and feedback provided to them either directly or indirectly. The researcher will subsequently take on the position of an implementer, identifying the most practicable solution that will be uniquely addressing or answering the organizations questions and difficulties. As a result, the researcher will communicate with the necessary personnel regarding the research and the objective of the research, collaborating with parties when and where it appears most appropriate and in a high

ethical manner in order to share knowledge and transfer ideas for the sole benefit of the organizations, while maintaining the highest sense of integrity and ethics.

Now that customer experience is a prominent subject in TMpoint ,the NPS index is garnering more criticism than praise. That is why it is a good idea to make a list of NPS's strengths and shortcomings and think about how to get the most of it. NPS is a simple and straightforward system to utilize. The NPS index is simple to comprehend and use. The NPS score is derived using answers to a direct question. Customers are more inclined to refer a service and product to friends or colleagues if they receive a high score..

The Net Promoter Score (NPS) is a valid customer loyalty indicator. It's a simple metric for management to use to see if the client experience and satisfaction are improving. The NPS score has been found to be related to business growth. Customer happiness has a surprisingly large influence on your performance when it comes to growing your firm. According to studies, customer loyalty correctly predicts consumers' future behavior, and excellent customer happiness is the most reliable predictor of business success. The Net Promoter Score (NPS) is a real customer loyalty indicator. Although NPS is only a snapshot of a customers current experience, it's a simple indicator for management to see if customer experience and satisfaction are improving. NPS categories consumers based on their loyalty, making it easier to target appropriate activities to both happy and dissatisfied customers. It is simple to convert passive consumers into promoters, particularly if detractors negative experiences are addressed.

1.6   Research Ethics

The research will be carried in order to maintain the disciplinary values of the study, which will be accomplished via the use of proper methodology. The study was

carried out by gaining informed permission from participants, limiting danger to any of the participants, maintaining confidentiality, and avoiding the use of descriptive methods. Will withdraw from the search if the participant asks it. This research strives to deliver pleasant things to others and to share information in order to maintain the goal of advancement in mind.

1.7   Significant of The Study

This research involves the implementation of the Net Promoter Score (NPS) improvement of customer experience in TMpoint Johor. The findings of the study will benefit many parties:

1.7.1   Academic purpose.

This research would describe the problem and challenge, solution and suggestion in NPS process implementation. This study will provide students with information on the NPS process and framework.

1.7.2 Industry.

Through a better knowledge and effect of NPS, this research will present Service Providers with a huge chance to optimise company value and profit. When the customer experience is favorable, it inspires corporate value and profit; when it is bad, it impedes market penetration, necessitates high call rates, high support costs, lowers customer happiness, and can even drive customer turnover.

1.8   Conceptual Definition and Operation

Below are the conceptual and operational definitions for the terms used for this research.

1.8.1 Customer Experience

Concept Definition: According to Tjiptono (2009), customer experience is governed by two factors: complaints and consumer expectations of the services supplied. If you receive good treatment, according to and please the customer, he will feel fulfilled his expectations, which will be distinguished by a feeling of joy. Whereas if the acceptance of the service is not acceptable, it is not suitable, produces a negative and unpleasant image, it is considered that the services supplied are not as expected, which causes the client to complain, the complaint implies that the customer is unhappy.

Operation Definition: Customer Experience is an important indicator for telecommunication outlet like TMpoint Johor to track in order to determine which aspects of their customer service are good and which need to be improved in order to preserve or grow their supporter base..

1.8.2 Service Counter

Concept Definition : Hartline et al. (2003) offered empirical information proving the performance of counter service staff had the largest effect on customers' general impression of customer satisfaction and service quality.

Operation Definition: TMpoint service counter refers to the counter where workers will assist customers in delivering their wants and requirements, as well as assisting in resolving customer concerns and complaints there is also a cpe counter where various telecommunication equipment is sold such as modems, wifi mesh, cordless phones

1.8.3 Staff

Concept Definition: Staffs require a great deal of information and abilities in order to complete their job tasks and pursue their career goals, which are constantly changing due to the present highly competitive marketplace (Breu et al., 2008; Brigley et al., 2006; Jones, 2001)

Operation Definition: In this study, staff is defined as a customer service officer who works at the service counter and engages with customers, giving information about promotion opportunities, resolving their difficulties, and addressing their complaints.

1.9   Chapter layout

Overall, Chapter 1 comprises a research overview, background of the company, problem statements, SWOT findings, research questions and objectives, the importance of the designed research, research ethics, chapter layout, and the summary. In Chapter 2, this research will be detailed on problem diagnosis in the company. This chapter also includes the previous studies related to the issues of customer experience with theory and frameworks. This will be continued with Chapter 3, which comprises philosophy of research, research design, the intention of study, time horizon, unit analysis, degree of involvement, population and sampling, data collection method, validity and conclusion for the chapter. In chapter 4, data analysis and research finding will be explained. Chapter 5 concludes on discussion of findings, limitation, recommendation and conclusion of the action research.

1.10   Summary of Chapter

In conclusion, the fundamental issue of TMpoint Johor has been recognised, which is increasing customer experience by leveraging net promoter score. Using SWOT analysis, these challenges are discovered both inside and outside. The study included the net promoter score advantage variables in enhancing the customer experience. In Chapter 2, a full literature review will be established based on previous research, and a framework will be finished by referring articles.

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