

**REQUIREMENTS ANALYSIS FOR CUSTOMER FEEDBACK MANAGEMENT
SYSTEM**

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ABSTRACT

Feedback is one of the ways for customers (students) to make complaints, suggestions and show appreciation towards an organization about a product or service provided. Each feedback received is very important in determining the level of customers' satisfaction. Besides, this project considers the issue of feedback management as very important to achieve customer retention and customer loyalty towards an organization. Feedback can be done in various ways such as via telephone, fax, email and others, so does the SPS. SPS is one of the departments in UTM that manages postgraduate students; SPS consider it as very important to have a feedback system to ease students in doing feedback towards SPS. Therefore, it is very convenient to develop a feedback system in order to ease the students to do feedback to SPS . This system is develop to fulfill the needs and problems of students and SPS staffs. After interviewing SPS staff, distributing questionnaire and doing focus group with students. The aim of this project is to apply the steps , activity and system development that is suitable for the management of the Master project for information technology management project. This project is hope to help the SPS in management, and managing feedback effectively in the future.

ABSTRAK

Maklum balas adalah salah satu cara untuk pelanggan (pelajar) membuat aduan, cadangan, pertanyaan dan penghargaan pada sesebuah organisasi tentang produk atau perkhidmatan yang disediakan. Setiap maklum balas yang diterima adalah sangat penting dalam mengukur tahap kepuasan pelanggan terhadap sesebuah organisasi, ini bermakna maklum balas adalah sangat penting untuk meningkatkan prestasi sesebuah organisasi. Selain itu, Project ini menganggap isu tentang pengurusan maklum balas adalah penting untuk mencapai perhatian dan kesetiaan pelanggan pada sesebuah organisasi. Maklum balas boleh dilakukan melalui pelbagai jenis cara komunikasi seperti telefon, fax, email dan lain-lain, begitu juga dengan SPS. SPS adalah salah sebuah jabatan dalam UTM yang menguruskan pelajar postgraduate, SPS merasakan pentingnya mempunyai sistem maklum balas untuk memudahkan pelajar dalam membuat maklumbalas terhadap SPS. Maka amatlah bersesuaian jika sistem maklum balas dibangunkan untuk tujuan memudahkan pelajar membuat maklum balas terhadap SPS tanpa menggunakan cara yang lain seperti yang disebutkan diatas. Sistem ini diwujudkan mengikut kehendak dan masalah yang dihadapi oleh pelajar dan staf SPS setelah menemubual staf SPS, mengedarkan soalan dan melakukan kumpulan focus dengan pelajar. Projek ini bermatlamat untuk mengaplikasikan langkah-langkah, aktiviti dan pembangunan sistem yang sesuai didalam pengurusan projek sarjana untuk program pengurusan teknologi maklumat. Diharapkan projek ini dapat membantu pihak SPS dalam pengurusan, dan menguruskan maklum balas secara efektif pada masa kan datang.

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LIST OF ABBREVIATION

UTM	Universiti Teknologi Malaysia
SPS	Schools Graduate Students
PIC	Person In Charge
FKM	Fakulti Kejuruteraan Mekanikal
FPPSM	Fakulti Pengurusan Sumber Manusia
FKKSA	Fakulti Kejuruteraan Kimia Dan Sumber Asli
FSKSM	Fakulti Sains Komputer Dan Sistem Maklumat

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter discusses the problem background, problem statement, the project objectives, scope of study, project approach, project report organization and a concluding observation. This chapter is aimed to give a general description to the whole of the project report.

The introduction begins with the organizational profile of case study Sekolah Pengajian Siswazah (SPS) Universiti Teknologi Malaysia (UTM). It includes the vision, missions and the challenges from which the background of the problem in this project is based.

1.2 Background of problem

University Teknologi Malaysia, the largest engineering-based university located at the southern tip of Peninsular Malaysia. It is renowned for being at the forefront of engineering and technological knowledge and expertise. UTM has also established a reputation for innovative education and leading-edge research, with a vision to educating technologists and professionals towards the development of creative human capital and

advance technological innovations. UTM has 2 academic sections that are undergraduate and postgraduate. Undergraduate are related to degree students whereby postgraduate are master and PhD students. Postgraduate students will be handle by a department called Sekolah Pengajian Siswazah UTM. SPS will manage all matters regarding to their studies starting from choosing students, study offer until they finish their studies. In addition, SPS manages not only local students but foreign students as well. According to the interview and survey done, local students have less problems with SPS management compared to foreign students. The problems arise when they always need to keep in contact with SPS to solve their problems. Students contact SPS using various ways such as email, phone calls but they prefer to go to SPS because they claim that they are not satisfied with the answer given and they did not received the exact details. This means that the way of communication used did not help the students. Besides, the SPS university decided to improve their management by retrieving the feedback, comment and user's view from the students by providing the feedback system or other alternatives such as by telephone, SMS, email and fax. Because of that, there is a problem occurred whereby unsynchronized of feedback in management was found.

1.2.1 Various mode of technology in receiving of the feedback

SPS has various ways of communication that is easy for the students to keep in contact such as phone calls to ask questions, email to SPS via graduate@utm.my or they can either go to SPS office. However, students are not satisfied by the way of communication as it has many weaknesses especially by the way the information is delivered. For instance, if a student makes a call, he or she may not get the exact answer or solution wanted as the person who is responsible to pick up the phone is not there or the call is answered by another person from another unit. Meanwhile if they use email, students' will not received any response in a short period.

An access channel strategy will consider the various channels (methods of communication) currently open to our customers, their use, ways of improving for the future and possibilities for opening up new channels. It is important to begin by

understanding what customers want, need, and even demand access to companies with whom they do business. A customer's desire for contact, or access, with a company, can easily be summarized by the following four very basic information needs:

- (1) The customer has a question and needs an answer in order to proceed,
``Where do I buy your product?“, “What is the price?“.
- (2) The customer wants the company to do something,
``Change my address“, ``Send me a manual" or ``Take my order for a new product“.
- (3) The customer has a problem with the product and needs assistance and guidance in resolving the issue, technical support and help desk.
- (4) The customer is emotionally upset with the product, and wants to know that the company will set the situation straight, i.e. complaint resolution and anger diffusion.

It will become evident that, whereas the number of different channels (also called customer ``touch points“) open to the customer to reach the company have exploded, the reasons for customers contacting companies are still the same basic four listed above. By the way, all four customer needs can be rolled up into one word and that is “accessibility” (Jon Anton,1999)‘.

1.2.2 Unstructured and Scattered feedback of information

The information received by the each department will be organized separately whereby each department will respond and solved the feedback submitted to them. The feedbacks are submitted from the different source and technology. So, the feedbacks received are not centralized and unsorted in appropriate place. Furthermore, the information is not sorted by their categories and become scattered. This situation contributes to the difficulties of data searching and the information is not reusable.

1.2.3 Unavailability of one stop centre to receive and reply the feedback

Currently, SPS did not provide “one stop centre” to manage the feedbacks from user. This will cause all the information and complaints or any inquiry from user can not be well managed as well as the user did not get the required responds from the organization. Realizing the facts that the feedback from users is very important in an organization, this research is an opportunity in overcome the problem faced in feedback management. By realization one stop centre for the user feedback, it will enable the responds is faster.

1.3 Problem Statement

In doing this study, there are important question which arise:

- i. What technology is usually used by the user in giving feedbacks and what is the most appropriate technology to be used by an organization to achieve user satisfaction?
- ii. How the organizations SPS UTM manage the received feedbacks from each department?
- iii. How to develop a system which can improve the quality of service for an organization SPS UTM?

1.4 Objectives

The objectives of this project are:

- i. To identify the problems faced by postgraduate student in giving feedback.
- ii. To study how SPS manage students' feedback and solve it to achieve student satisfaction.
- iii. To identify the requirement of the feedback management system.
- iv. To develop a prototype of the feedback management system

1.5 Scope of the Project

The study will focus on a selected higher education institution in Malaysia. The project selected Universiti Teknologi Malaysia as the organization because UTM is one of public universities in Malaysia which have large quantity of post graduate students, especially international students. In order to achieve the of the project, the scope of the study is limited to the following:

- i. This project will be operated in SPS in Universiti Teknologi Malaysia (UTM), to identify feedback from current student such as Complaint, Comment, Asking Question, Suggestion and Acknowledgement.
- ii. This project involves the SPS UTM staff and the UTM students.
- iii. The Public Relationship Officer in each department will organize the feedbacks from users.

1.6 Importance of The Project

The research project is stated as below:

- i. The main contribution of this project is to provide the feedback system solution for students.
- ii. This project also identified the best administration method in managing the feedback received.
- iii. This project determines how the efficient feedback helps the organization in improving the quality of services.

1.7 Chapter Summary

As summary, this chapter provides an introduction and overview about the project as a whole. The problem background for conducting this project has been discussed. Problem statement, objectives and scopes of the project have been clearly mentioned. The goal of this project is to develop one model that effective to manage the feedback from customer.

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