World Academy of Science, Engineering and Technology International Journal of Mathematical and Computational Sciences Vol:14, No:12, 2020

Refining Employee's Customer Service Performance through an Inter-Organizational Climate Study: A Way Forward

Authors: Zainal Abu Zatim, Hafizah Omar Zaki

Abstract : Substantial research had been done on refining employee's customer service performance. Thus, there were very limited empirical studies that are engage in an inter-organizational climate study in assessing employee's customer service performance. With the current economic situation as well as emerging needs and requirements, all businesses either from public or private sector serving customers put greater attention on fulfilling those needs and requirements. In this state of affairs, the act of polishing its employees' skills, knowledge, teamwork and passion is very important in ensuring better performance deliverance. A study conducted in one of the telecommunication service provider company in Malaysia had been done to test its inter-organizational climate study. The Internal Climate Study was done to benchmark opinions and perceptions of its employees. The study had provided baseline information about perceptions that exist in the internal environment and ways forward to improve customer service performance. The approach used is through the use of focus group and qualitative interview.

Keywords: employees, Customer Service Performance, inter-organizational climate study, public and private sector

Conference Title: ICSRD 2020: International Conference on Scientific Research and Development

Conference Location : Chicago, United States **Conference Dates :** December 12-13, 2020