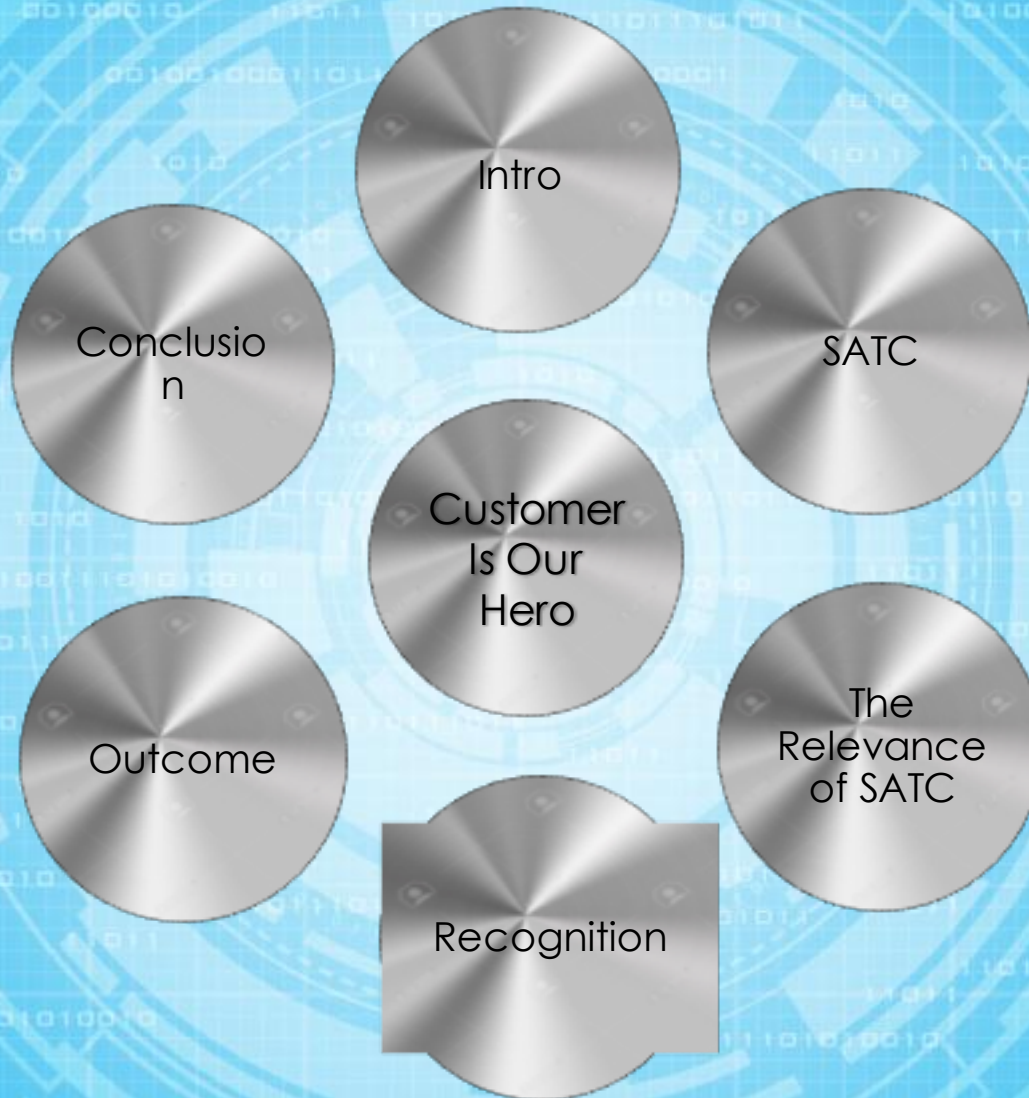


CUSTOMER IS OUR HERO : Introducing SATC

000101



BY:
REVENUE SECTION
OFFICE OF LAND AND MINE PERAK

Definition

According To Cambridge Dictionary

- Customer is a person who buys goods or service -
 - In PTG there are two types of customer ;
 1. Public
 2. Representatives from Legal Firm
- Hero - a person who is admired for having done something very brave or having achieved something

PREVIOUS PROCEDURES

- All customers queue up in one counter to get the queue ticket.
- No separation of counters
- Less chairs in waiting area as there were more space for table and chair for writing and filling up forms.



WHAT THEY WANT

- I. Less waiting time
- II. Less response/service time
- III. Productive/efficient counters
- IV. Feed back corner
- V. A more reliable queue system
- VI. Longer service hours
- VII. Drinking water station and place to work
- VIII. More assistance regarding procedures



CHANGES DONE

- Introduction of QMS and Qos system (2014)
- Introduction of SATC (2016)
- More chairs and enhancement of counter outlook
- Audio Visual and LED info display
- Free water station
- Economical writing space
- Permanent Counter for Public



SATC

Self Access Ticketing Counter

The Remedy for
Customers



WHAT IS SATC

- This system is solely initiated and innovated from PTG with the coordination of existing Queue management System (QMS). The system uses 'FingerTec' application for door access incorporated into QMS



SUPPORT

- Bar council through engagement
- Upper Management – through preparation of budget
- Vendor seeking for permission to supply system
- MAMPU – study on impact



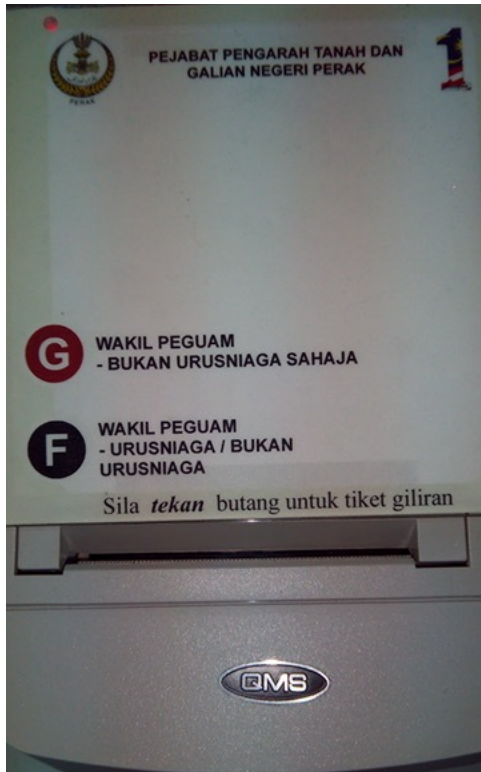
ACHIEVEMENT

- **Recognized as the only counter integrating QMS, QoS and SATC in counters.**
- **JKPTG appreciation to Express Service(Transaction on Title Transfer within two hours) - achieving 100% for more than 3 years**
- **MAMPU recognized SATC by allowing the counter to keep on using the existing system without changing to e-rating system (The only Department given exemption in Perak)**
- **2015 – Feasibility study done to accommodate the system in all government counters in Malaysia.**



BEFORE





AFTER





2. RELEVANCE OF SATC

2.1

Quick Response Time

2.2

Internal Control

2.3

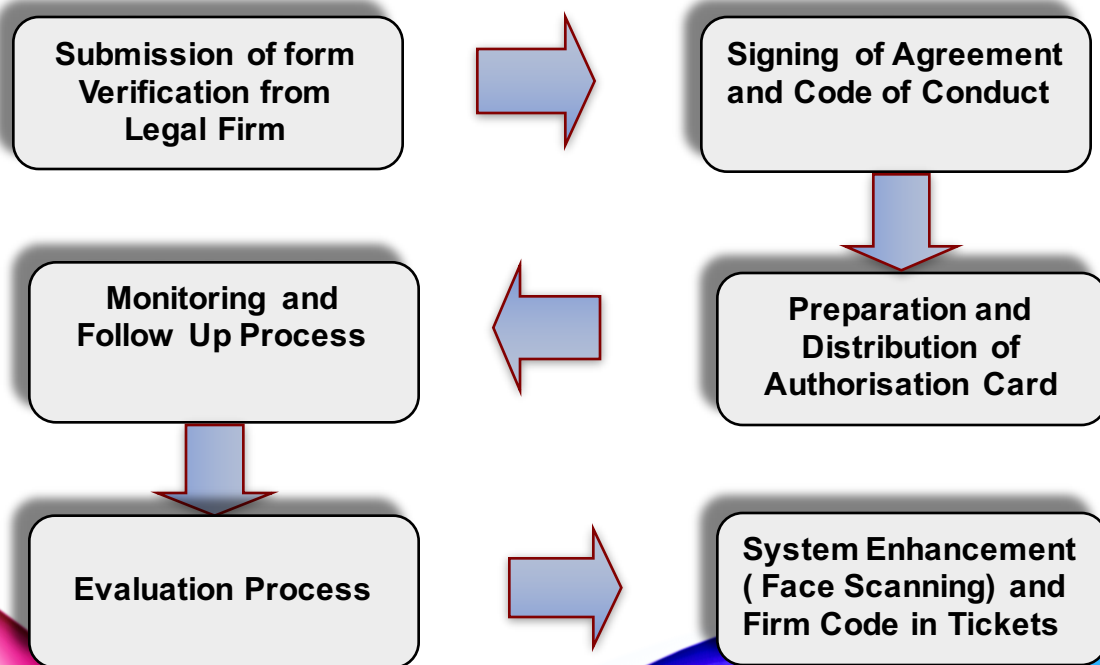
Uplifting Image of PTG





3.STRATEGIC PROCESS

The main objective of revenue Section of PTG is to collect revenue while improving its service to increase the efficiency of its staff. We believe a strategic process is the answer as strategy formulation becomes elitist activity separated from implimentation. (Hamel,G and Prehald, C.K)



4. EFFECTIVENESS

1. Reduction in number of complaints

The number of complaints were able to be reduced from 5 complaints (2014) to 2 complaints in 2015 and zero complaints in 2016

2. Increase in Quality of Service Rating

From 93% in 2013 before the usage of QMS to 4.78/5.00 (95.6 %) in 2014. It kept on increasing to 4.79 (95.8%) in the year 2015 and to 4.81 / 5.00 (96.2%) in 2016

3. Increase in Response Time

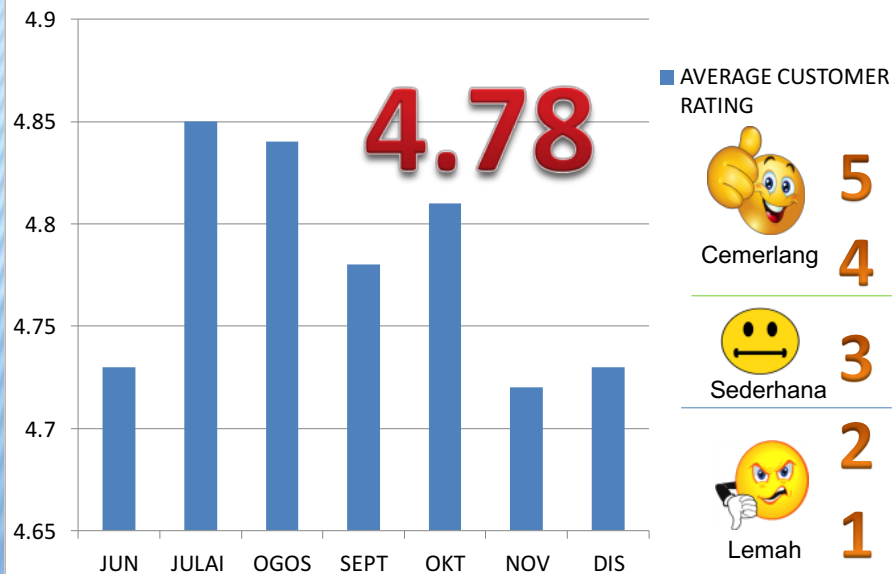
The waiting time to receive service managed to be reduced from 4 minutes 6 seconds (2014) to 4 minutes 1 second (2015) and 3 minutes 22 seconds in 2016



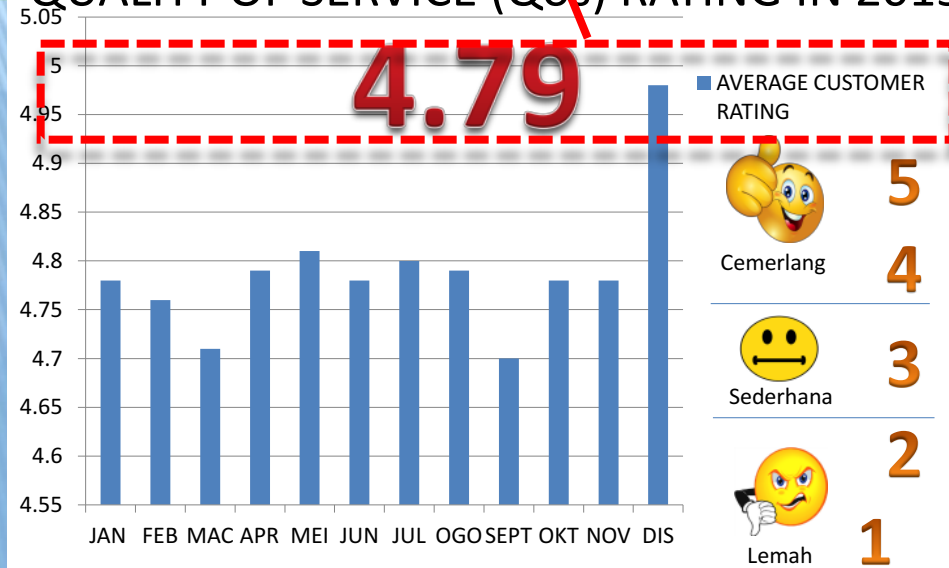
QUALITY OF SERVICE RATING

INCREASE TO 95.8%

“QMS RATING” – AVERAGE RATING FOR QUALITY OF SERVICE (QoS) RATING IN 2014



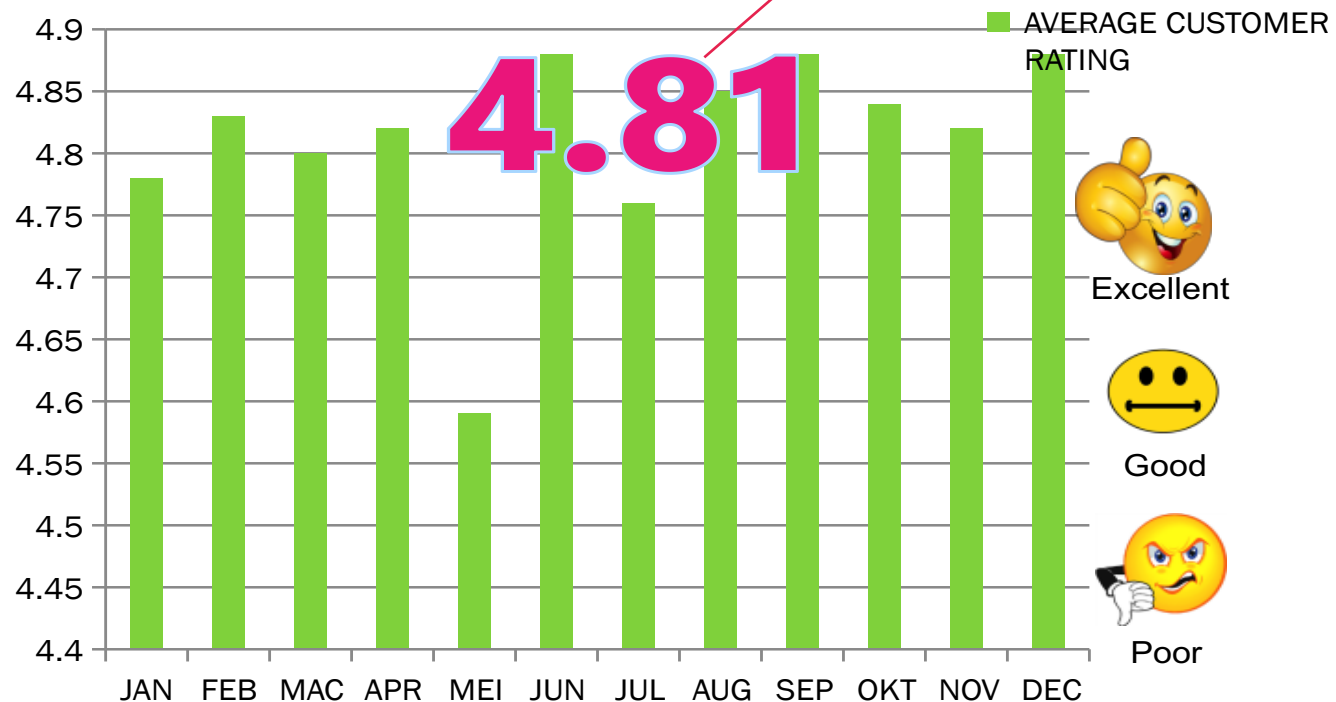
“QMS RATING” – AVERAGE RATING FOR QUALITY OF SERVICE (QoS) RATING IN 2015



QUALITY OF SERVICE RATING

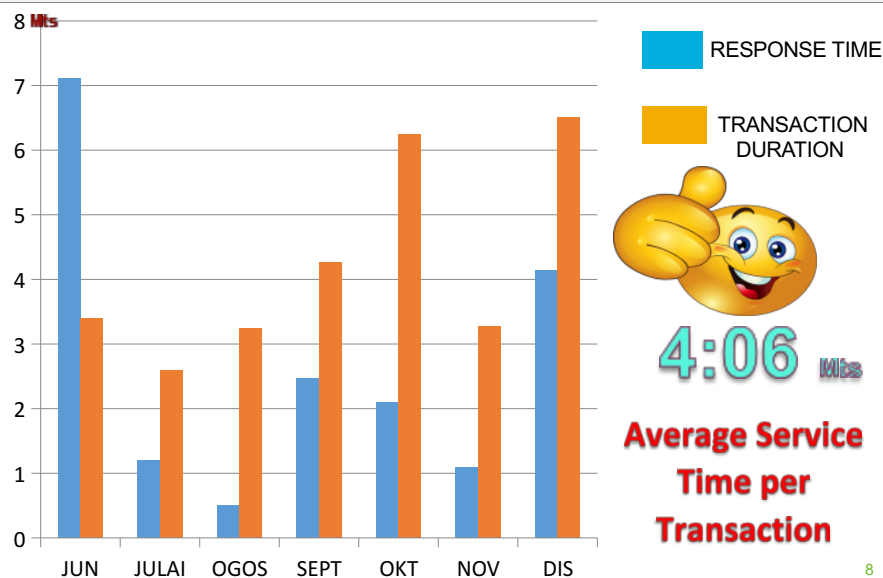
Increase to
96.2%

“QoS Rating” – CUSTOMER RATING 2016

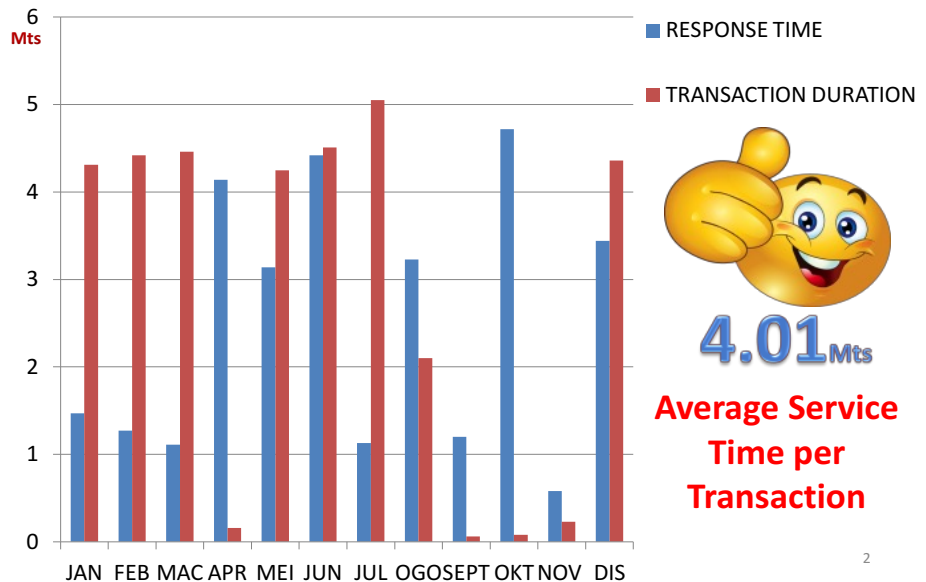


CUSTOMER AVERAGE WAITING TIME

“QMS Rating” – RESPONSE TIME AND TRANSACTION DURATION 2014

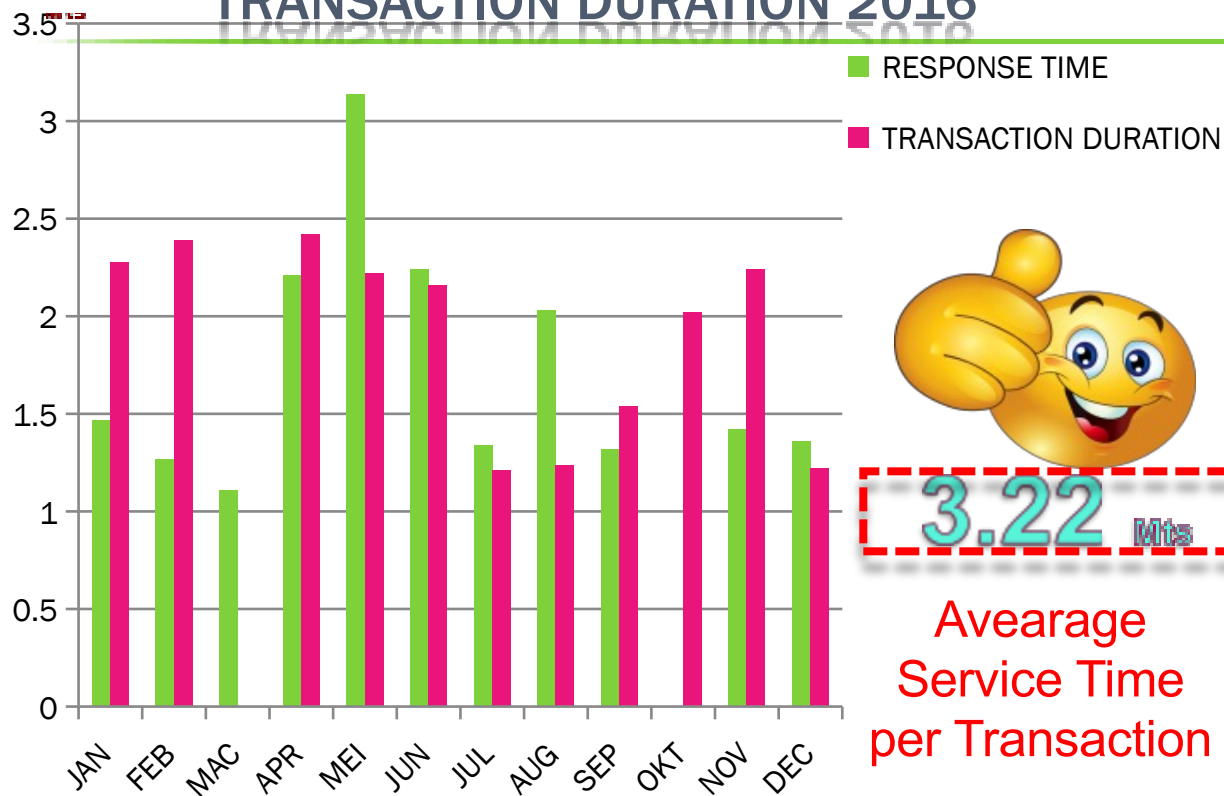


“Qms Rating” – RESPONSE TIME AND TRANSACTION DURATION 2015



CUSTOMER AVERAGE WAITING TIME

“QMS RATING” – RESPONSE TIME AND TRANSACTION DURATION 2016



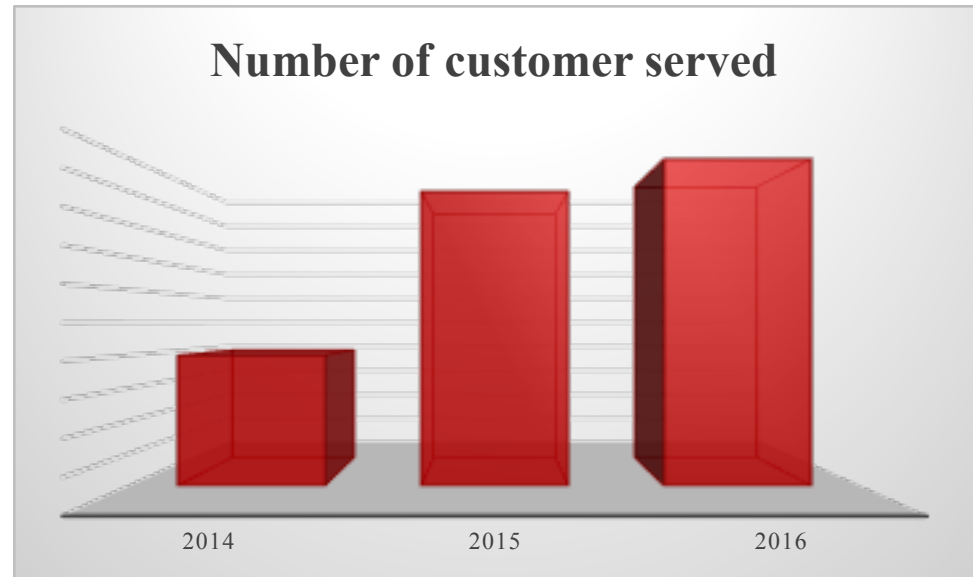
From 13 min before QMS to 3 min 22 sec



3.22 Mts

Average Service Time per Transaction



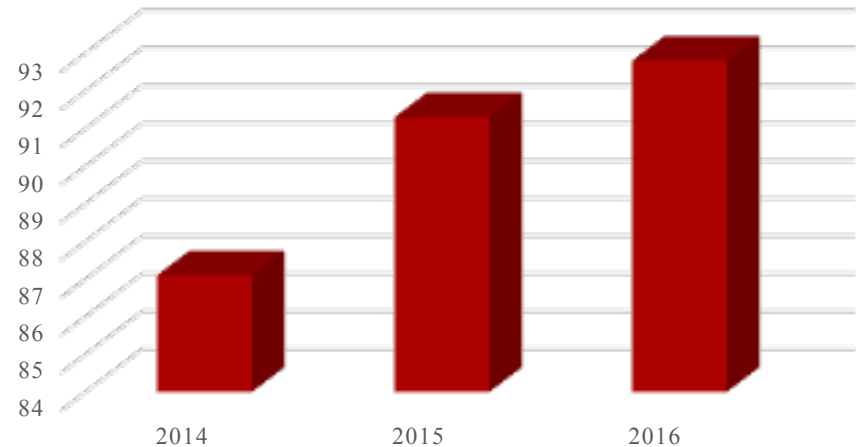


4. Increase in number of customers served

Total of customers served increased from 117,987 (2014) to 128,015 (2015) and steadily increased to 135,765 in



Revenue (RM)



5. Increase in Revenue Collection

* Total Revenue collection amounted RM87.1 million in 2014 and increased to RM91.3 million in 2015 before creating a record breaking collection of RM108.4million in 2016.



5. RECOGNITION

- 1. SATC is the first ever system integrating QMS with door access system to enhance customer service. PTG have played its role by designing the system that is in need to serve its customers effectively**
- 2. The system appreciated by the gadget supplier thus seeking approval to be used in other counters .**





DATATREND COMPUTER SDN. BERHAD

(129091-V)

34 (Ground Floor), Medan Istana 1, Bandar Ipoh Raya,
30000 Ipoh, Perak Darul Ridzuan.

Established since 1984

Tel No: 05-2550222 (2 lines)

Fax No: 05-2538387

e-mail: sales@datatrend.com.my
website: www.datatrend.com.my

DCSB/3776/GCTC/2015

12 January 2015

PEJABAT TANAH DAN GALIAN

Bangunan Sri Perak Darul Ridzuan
Jalan Panglima Bukit Gantang Wahab
Perak Darul Ridzuan
Tel : 05-209 5800 Fax : 05-255 4134
Email: sivanesan@perak.gov.my

ATTENTION: EN G. SIVANESAN (H/P: 016-531 4139)

Dear Sirs,

**RE: INTEGRATION OF QUEUE MANAGEMENT SYSTEM (QMS) WITH DOOR ACCESS
CONTROL SYSTEM FOR RUNNERS**

Thank you for your recent order which have been awarded to us for the above subject.

We indeed feel proud for the idea initiated by you on the above subject which we have an opportunity to work closely with your office and implemented the above system successfully at end of December 2014.

We further wish to inform that this is the first such project which we have carried out for integration of QMS with Door Access Control System.

Should we have any potential customers in the above similar system, we will consider to propose this to them and we hope to have your kind consent to visit your site for the said system.

Thank you.

Yours faithfully

DATATREND COMPUTER SDN BHD

HUDSON HAH (H/P: 012-511 0611)
Managing Director



We indeed feel proud for the idea initiated by you on the above subject which we have an opportunity to work closely with your office and implemented the above system successfully at end of December 2014.

EM • NETWORKING & CABLING • PAYROLL & TIME ATTENDANCE • DOOR ACCESS SYSTEMS • Q-SYSTEM •





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* COMPUTERS * SERVICES *

DCSB/3776/GCTC/2015

By Hand

12 January 2015

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Managing Director



ITEM * NETWORKING & CABLING * PAYROLL & TIME ATTENDANCE * DOOR ACCESS SYSTEMS * Q-SYSTEM *



6. OUTCOME

SATC succeeded in sustaining the role as the main contributor of revenue collection in the state. PTG have achieved best ever collection in the year 2016 and receive a couple of recognition. The system is now being recognised in most of the District Land Office and our achievement is set to be bench mark for other states in Malaysia.



CONCLUSION

SATC is system derived from the intention to enhance the delivery system and uplift the needs of customers by improving customer service. The service oriented office will never be free from receiving complaints and comments but the positive approach will turn complaints as opportunity to improve service. PTG accepted all the comments and taken a big role by transforming the complaints and challenge to eradicate negative thoughts on complaints by thanking our customers who complain and comment. Complaints have given us opportunity to improve our delivery system and that is why we name our success by noting “Customer is Our Hero’. This is merely because they are the ones who urge us to improve and keep us moving to achieve so much success.

The background is a vibrant blue with a pattern of interlocking gears. A fountain pen with a black barrel and a gold nib is positioned in the upper right, as if it has just finished writing. Abstract white and yellow lines sweep across the bottom of the image. The text "THANK YOU" is centered in a bold, red, sans-serif font with a black outline.

THANK YOU