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SARAWAK ECONOMIC DEVELOPMENT CORPORATION

# QUALITY PROCEDURE

CUSTOMERS FEEDBACK

DOCUMENT NO.: QP-SEDC-22

CONTROLLED COPY

	PREPARED BY:	APPROVED BY:
SIGNATURE		
NAME	Edwin Chandra Perkasa Nurdjajadi	Haji Abdul Hadi Datuk Haji Abdul Kadir
DESIGNATION	Director, Corporate Relations & Communications Division	General Manager, SEDC
DATE	16 August 2021	16 August 2021

ISSUED TO	IQD		
REVISION NO.	2	DATE	16 August 2021



<b>QUALITY PROCEDURE</b>			
<b>TITLE</b>	<b>CUSTOMERS FEEDBACK</b>		
<b>DOCUMENT NO.</b>	QP-SEDC-22		
<b>REVISION</b>	2	<b>PAGE</b>	2 of 7

**1. OBJECTIVE**

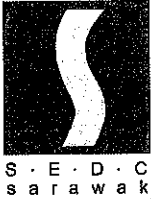
This procedure is used to manage and assess customer complaints and feedback pertaining to services / products delivered by SEDC and to ensure the feedback are properly handled and acted upon expeditiously.

**2. SCOPE**

This procedure is applicable when handling customer complaints and feedback received by SEDC.

**3. DEFINITION**

- a) Complaint - Negative comments or dissatisfaction received from customer pertaining to the service / product delivered, either in written or verbal form.
- b) Verbal Complaint - Complaint received via telephone / conversation / meeting direct to IQD Officer or other Divisional Officer.
- c) Written Complaint - Complaint reported using any of the following:
  - a) "What's On Your Mind" (WOYM) Form
  - b) Ordinary Letter/Report
  - c) Newspaper
  - d) E- Mail
  - e) Fax
  - f) Survey Form
- d) Customer Feedback / Customer Survey - Any feedback received Including comments, compliment, advice for continual improvement and suggestion from SEDC's Customer, including customer satisfaction survey.
- e) Quality Management Review Committee (QMR) - Committee responsible to review and assess the effectiveness of SEDC's Quality Management System. This committee is chaired by Deputy General Manager (DGM), and its other members consists of Quality Management Representative (MR), and Deputy Quality Management Representative (DMR).
- f) Customer Feedback Register (CFR) - Register of all complaints / comments / compliments received from customers.
- g) Customer Feedback Tracking Form (CFTF) - Form used to track the customer feedback and close the case.
- h) Reminder Letter (RL) - Letter issued to the relevant party for failure to take agreed action within the said time frame / deadline.
- i) What's On Your Mind (WOYM) Form - Form used by the customers to record their feedback / complaint.
- j) Customer Satisfaction Survey Form (SCS) - Form used to assess level of customer's satisfaction towards SEDC's products / services.



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<b>TITLE</b>	<b>CUSTOMERS FEEDBACK</b>		
<b>DOCUMENT NO.</b>	QP-SEDC-22		
<b>REVISION</b>	2	<b>PAGE</b>	3 of 7

**4. ABBREVIATIONS**

- DGM - Deputy General Manager
- DIR(IQD) - Director, Innovation & Quality Division
- DIR(CRC) - Director, Corporate Relations Division
- DIR(ID) - Director, Initiating Division
- AO (IQD) - Administrative Officer (IQD)
- AAO (IQD) - Assistant Administrative Officer (IQD)
- AA - Administrative Assistant
- CH - Chairman
- IQD - Innovation & Quality Division
- WOYM - "What on Your Mind" Form
- CFTF - Customer Feedback Tracking Form
- CFR - Customer Feedback Register
- RL - Reminder Letter
- SCS - SEDC Customer Satisfaction Survey
- CRF - Customer Response Form

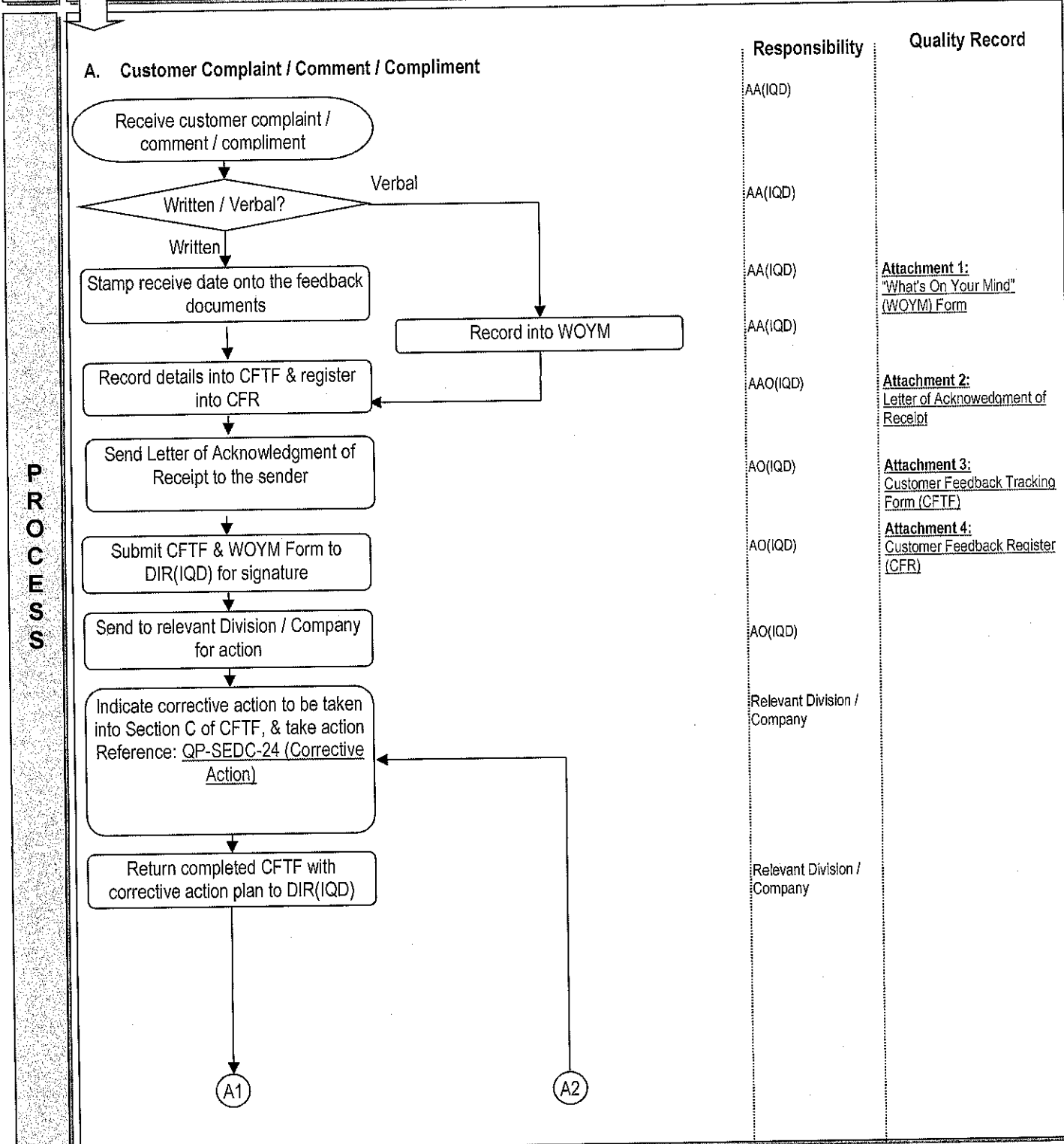
**5. QUALITY RECORD**

ATTACHMENT	TYPE	RETENTION	LOCATION
1	<u>"What's On Your Mind" (WOYM) Form</u>	5 Years	IQD
2	<u>Letter of Acknowledgement of Receipt</u>	5 Years	IQD
3	<u>Customer Feedback Tracking Form (CFTF)</u>	5 Years	IQD
4	<u>Customer Feedback Register (CFR)</u>	5 Years	IQD
5	<u>Reminder Letter</u>	5 Years	IQD
6	<u>Customer Satisfaction Survey (SCS)</u>	5 Years	CRC
7	<u>Customer Feedback Annual Report</u>	5 Years	IQD



QUALITY PROCEDURE			
TITLE	CUSTOMERS FEEDBACK		
DOCUMENT NO.	QP-SEDC-22		
REVISION	2	PAGE	4 of 7

**IN-PUT** • Customer Complaint / Comment / Compliment received



**OUTPUT**

**PROCESS OUTPUT:**

- Appropriate action taken

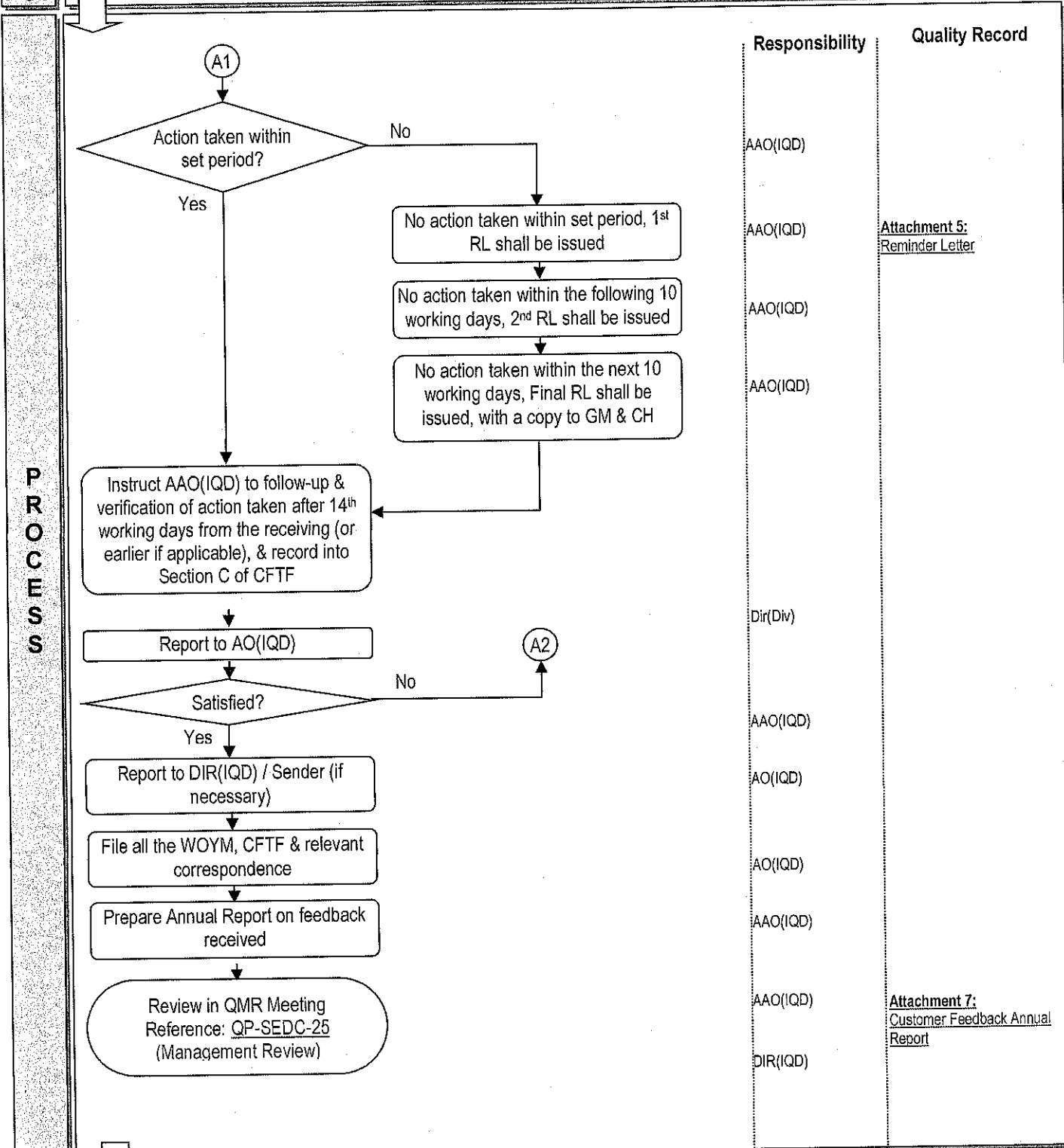
**REFERENCE DOCUMENTATION:**

- QP-SEDC-24 (Corrective Action)
- QP-SEDC-25 (Management Review)



QUALITY PROCEDURE			
TITLE	CUSTOMERS FEEDBACK		
DOCUMENT NO.	QP-SEDC-22		
REVISION	2	PAGE	5 of 7

**IN-PUT**      • Customer Complaint / Comment / Compliment received



**OUTPUT**

**PROCESS OUTPUT:**

- Appropriate action taken

**REFERENCE DOCUMENTATION:**

- QP-SEDC-24 (Corrective Action)
- QP-SEDC-25 (Management Review)



# QUALITY PROCEDURE

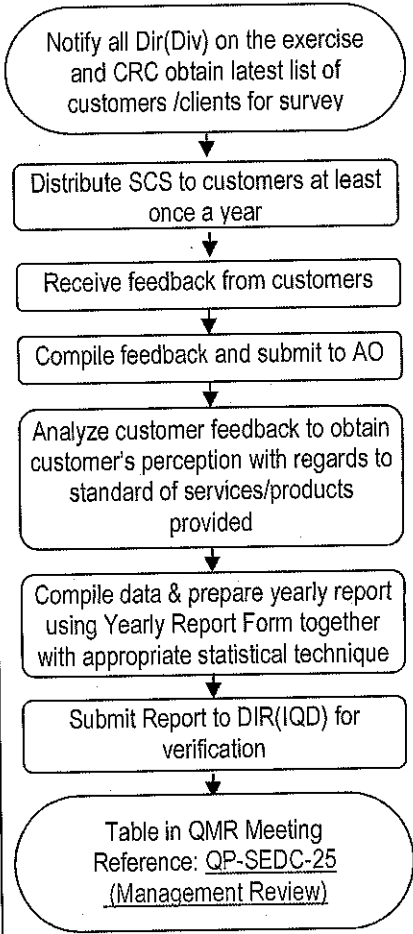
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<b>DOCUMENT NO.</b>	QP-SEDC-22		
<b>REVISION</b>	2	<b>PAGE</b>	6 of 7

**IN-PUT**

- Customer satisfaction survey

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## B. Customer Satisfaction Feedback

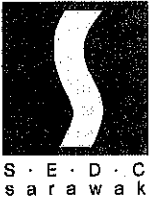


Responsibility	Quality Record
AAO(CRC)	<u>Attachment 6:</u> SEDC Customer Satisfaction Survey Form (SCS)
AAO(CRC)	
AAO(CRC)	
AO(CRC)	
AO(CRC)	<u>Attachment 7:</u> Customer Feedback Annual Report
AO(CRC)	
DIR(IQD)	
DIR(IQD)	

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- PROCESS OUTPUT:**
- Appropriate action taken

- REFERENCE DOCUMENTATION:**
- QP-SEDC-24 (Corrective Action)
  - QP-SEDC-25 (Management Review)



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<b>REVISION</b>	2	<b>PAGE</b>	7 of 7

## REVISION HISTORY SHEET

Rev. No.	Document History
0	New established.
1.	<ul style="list-style-type: none"><li>• Cover Page - Change of General Manager's name</li></ul>
2.	<ul style="list-style-type: none"><li>• Cover Page – Change of Director's name</li></ul>

**A LITTLE THOUGHT GOES  
A LONG WAY.....**

We see ourselves as an Organisation with a team of staff committed to providing you with the best.

We appreciate your input in telling us how we are doing, in giving suggestions to improve our products and/or services.

Your input will go a long way in making SEDC the Model Organisation in the State.  
*Thank you.*

**“Committed To Excellence”**

*Winner of the Malaysian Business Ethics Excellence Award 2008*



Thank you. Please place this in our “Suggestion Box” at the Reception Counter Or post it to :

The Secretariat  
Innovation & Quality Division  
Sarawak Economic Development Corporation  
Lot 2878, The Isthmus, Off Jalan Bako, 93050 Kuching, Sarawak  
P.O Box 400, 93902 KUCHING

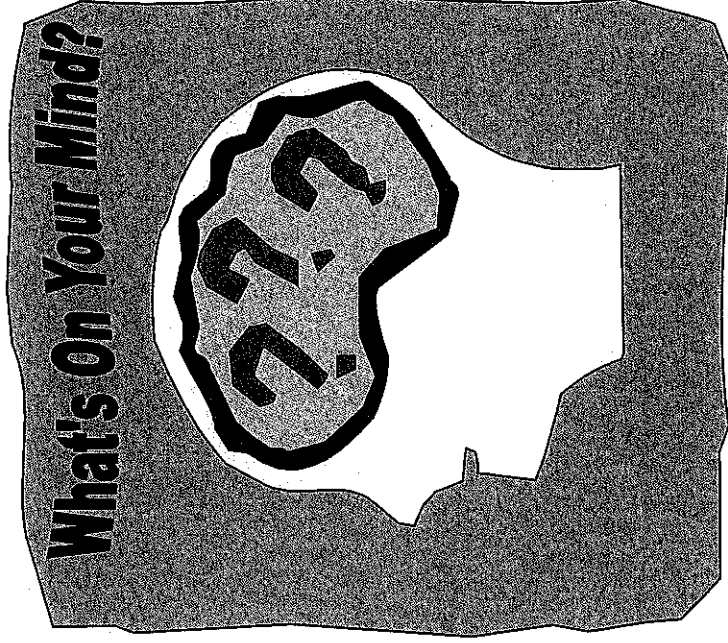
E-Mail : [secre@sedc.gov.my](mailto:secre@sedc.gov.my) Tel : 082-551555  
Website : [www.sedc.gov.my](http://www.sedc.gov.my) Fax: 082-551222

*Innovation & Quality Division*



**Share your thoughts & experience**

**We're listening.....**



**“If you're observant, curious and thoughtful you've  
Probably imagined ways to improve existing products.”**

**- Maurice Kanbar -**



# ATTACHMENT 1

PPES:Q/CSS -WOYM/09/01(Rev.01-12)

1. Your views/experience :

2. Your recommendation :

3. Would you like the Management to contact you :

YES

NO

Name

Address

Telephone No

Fax/E-mail

Date

Note: This format is only a guideline. You may use your own format but should include the relevant information.

For official use only : Received by : -----

Date Received : -----

## **ATTACHMENT 2**

PPES:Q/T/(080)(Jld.2)/(16)

Tarikh

CUSTOMER'S ADDRESS

**WHAT'S ON YOUR MIND**

Dengan hormatnya saya merujuk kepada perkara di atas.

Terlebih dahulu saya mengucapkan ribuan terima kasih atas komen tuan/puan yang kami terima pada (Haribulan).  
Sehubungan dengan itu, pihak kami sedang mengkaji perkara tersebut, dan akan menghubungi puan sebaik saja kami menerima maklum balas/keputusan daripada pihak berkenaan.

Sekian. Terima kasih.

**"BERSATU BERUSAHA BERBAKTI"**

**"BERSUNGGUH KE ARAH KECEMERLANGAN"**

Pengarah  
bp. Pengurus Besar  
SEDC, Sarawak.

SARAWAK ECONOMIC DEVELOPMENT CORPORATION  
CUSTOMER FEEDBACK TRACKING FORM (CFTF)



**SECTION A**

Reference No. :  
Date :

To : .....  
Cc : .....

Our Division has received feedback as per attached. Kindly undertake appropriate response and return it to IQD as soon as possible. Thank you.

Customer's Name :

Telephone No. :

Fax / E-mail :

Nature of Feedback :

Complaint

Comment

Suggestion

Appreciation

Received for IQD by : .....  
(Name & Initial)

Verified by : .....  
(IQD Director/Officer)

**SECTION B**

Action By Relevant Division/Company

(Please indicate your action plan on this form and submit it back to our Division within 5 working days of receipt for our further action)

.....  
.....  
.....

Signature : .....  
Name : .....  
Division/Company: .....

Date : .....

**SECTION C**

For IQD Use

Follow-up by (Date) : .....

Received on : .....

Status : .....

Customer's Ref. letter : .....

Verified By : .....  
(name)



## ATTACHMENT 5

PPES:Q/T/080(Jld. 2)/( )

Date

### REMINDER LETTER

First

Second

Third

We have to receive your action/feedback on the following:

Subject : **ADUAN DAN MAKLUM BALAS PELANGGAN**

Reference No :

Date Sent :

Original Deadline :

New Deadline :

Appreciate if you could expedite the matter immediately.

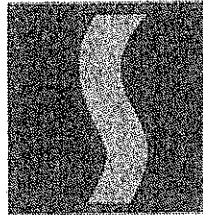
Thank you.

**"COMMITTED TO EXCELLENCE"**

**\*GET IT DONE FAST AND RIGHT\***

*Director*  
**INNOVATION & QUALITY DIVISION**

## ATTACHMENT 6



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### CUSTOMER SATISFACTION SURVEY 2016

Dear Valued Customer,

We seek your kind co-operation in providing us feedback on our products, projects, programmes and services. This is to enable us to improve ourselves and in order to meet or exceed customer expectations, in line with our quality objective.

Please return this survey to:

(1) MAIL:

**Corporate Relations and Communications Division**  
Sarawak Economic Development Corporation  
Tingkat 6-11, P O Box 400, Jalan Tunku Abdul Rahman  
93100 Kuching

(2) FAX:

Fax: 082-424330

For further enquiries, please call, email or visit our website at:

Tel: 082416777 | e-mail: [info@sedc.my](mailto:info@sedc.my) | Website: [www.sedc.com.my](http://www.sedc.com.my)

## ATTACHMENT 6

Scale

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Please mark (√) in the appropriate box:

A. Conduct of Staff of SEDC	1	2	3	4	5
1. SEDC staff are courteous and helpful on the job					
2. Staff abide by the professional standard of conduct, with satisfactory levels of discipline and integrity					
3. Staff are knowledgeable, well trained and well-versed in their respective work					
4. Staff respond to inquiries in a timely manner					
5. Staff have shown high level of commitment to succeed and enthusiasm in their work					
<ul style="list-style-type: none"> <li>Please share with us how we can improve to serve you better:</li> </ul>					
B. SEDC Projects (On-going/Under Implementation)	1	2	3	4	5
1. SEDC projects are beneficial and impactful to the public/State/community					
2. Projects are carried out by competent and knowledgeable team of staff					
3. Projects are well managed and delivered on time and within budget					
4. Projects are implemented in an economical, efficient and effective way and generally meet their objectives/targets					
<ul style="list-style-type: none"> <li>Please share with us how we can improve our project management/delivery:</li> </ul>					

## ATTACHMENT 6

<b>C. SEDC Properties and Projects (Existing Properties, Premises, Facilities)</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. SEDC properties are well maintained, clean and hygienic					
2. Properties are regularly upgraded, or refurbished to serve the customers better and enhance its value					
3. Properties are strategically located convenient and easily accessible to customers/public					
4. Properties are beneficial and impactful to the public and community at large					
5. Properties are provided with adequate security and safety measures					
<ul style="list-style-type: none"> <li>Please share with us how we can better improve our properties and premises:</li> </ul>					
<b>D. Entrepreneur Development Programmes and Schemes (EDD)</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. SEDC entrepreneur development programmes and schemes are beneficial and impactful to the community, especially the rural communities					
2. EDD loans and programmes are relatively easy to apply and terms/conditions are clear and easy to comply with					
3. Approval of EDD loans, grants and payments and deliveries of equipment are done quickly and expeditiously					
4. SEDC entrepreneur development programmes and schemes have achieved their objectives and assisted in improving the livelihood of the target groups					
<ul style="list-style-type: none"> <li>Please share with us how we can improve our entrepreneur development services:</li> </ul>					



**ATTACHMENT 6**

<b>E. Pre-school Education (SeDidik)</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. SEDC SeDidik programmes provides quality and value in pre-school education and childcare services					
2. SeDidik has successfully impacted and benefitted its target groups especially in the rural areas					
3. SeDidik premises are clean, well maintained and safe					
4. SeDidik staff and teachers are well trained, committed and professional in their work					
<ul style="list-style-type: none"> <li>• Please share with us how we can improve early childcare and education:</li> </ul>					

Overall, I am satisfied with SEDC and as one of the leading agencies in the State.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**Overall Comments/Suggestions on SEDC as a government agency:**

Thank you for your valuable feedback.

We would like to assure you that your feedbacks will be taken into consideration in helping us to improve our products and services to our customers, the people and the State.

Thank you.

## CUSTOMER FEEDBACK ANNUAL REPORT 2016

NO.	DETAILS	TOTAL
1.	<b>No. of Feedback Received</b>	
2.	<b>Feedback by Category</b> <ul style="list-style-type: none"> <li>a) Complaint</li> <li>b) Comment</li> <li>c) Suggestion</li> <li>d) Appreciation</li> </ul>	
3.	<b>Feedback by Project</b> <ul style="list-style-type: none"> <li>a) SEDC <ul style="list-style-type: none"> <li>➤ EDD</li> <li>➤ HRA</li> </ul> </li> <li>b) Company / Project <ul style="list-style-type: none"> <li>➤ SUSB</li> <li>➤ SCV</li> </ul> </li> </ul>	
4.	<b>Statistical Technique</b>	