

Customer Service Excellence Initiative (For Bako National Park)

By

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Abstract

This paper describes the programme of Customer Service up-grade which is currently being implemented in its final stage, at the Bako National Park.

The rationale for the relevance of the programme to protected area management is given as an opener. A quick run-thru on the conceptual development of the program follows. The paper next dwells on the approach to developing and implementing the Customer Service Excellence strategy, beginning with the establishment of the scope and objectives of the programme in 2 stages. This involves establishing ‘where we are now’ and “where we want to be” in our customer service offerings to our customers, which lead us deeper into the area that includes product definition, customer definition, and the value proposition that we wish to give in serving the customers.

The program strategy is based on the 3 key concepts that come in play in the process of delivering our product to our customers, and they are described as the concept of Showcase (what are we showcasing to our customers?); the concept of Efficiency (How well will we deploy our people, equipment and processes to support what we want to showcase to the customers); and, the concept of Safety (safety must be 100% at all times).

The implementation strategy is described as the 3-prong strategy based on the 3 P’s (People, Process, and Physical Setting).