

SECTION 4
CONCLUSION AND RECOMMENDATIONS

4. Conclusion and Recommendations

4.1 Is there a need to improve services?

Successful businesses today are continually striving to be customer-focused. No longer content to satisfy customer requirements, they are trying to 'delight' their customers. Government and consumers continually and increasingly put pressure on TNB to improve its services. This pressure comes by way of complaints in the mass media by competition, such as with the introduction of Independent Power Producers (IPP).

Within this scenario, TNB services have to meet the high expectations of its stakeholders. TNB services in Cheras/Balakong area must meet the consumer expectations in the area. However, the study finds that there are deficiencies in TNB services with respect to bill paying facilities, enquiries services and fault restoration services.

With regard to bill paying services, the 21.3% dissatisfaction level, I believe, is very high. Similarly, the dissatisfaction in Enquiries services and Fault Restoration services indicate that improvement of these services are definitely needed in the study area.

4.2 Is there a need for a Consumer Service Center?

It can be observed that TNB relies heavily on third-party agencies for its revenue collection in the area. Of the 6 key locations in the study area (Kajang, Balakong, Batu 9, Batu 14, Serdang and KL), TNB has centers in only 2 of them (see Figure 2). In contrast, Post Office centers are present in almost all of these locations.

In fact, the dissatisfaction level on bill paying facilities, expressed by respondents, refer directly to the quality level of service offered by these third-party agencies. As a result, TNB has problems of updating arrears, average collection period and other costs.

Results also indicate that most consumers prefer to pay cash indicating that physical presence of consumers (or bill-payer) is necessary.

Therefore, to improve bill-paying facilities, TNB has to establish a physical presence in these areas. There is, therefore, an obvious need for a service center or centers..

The presence of a new Consumer Service Center with enquiries services in the area can also improve enquiries services. By being near to the customers, problems as expressed by respondents like busy lines, unhelpful staff, and distance can be reduced.

The presence of a new Fault Restoration Center within the study area would definitely help to reduce dissatisfaction regarding fault restoration services. Speed of restoration and problems on depersonalized service can be reduced due to the lesser number of consumers that the center would serve. It is possible to obtain synergy through combining these services with bill-paying services. The system of patrolling teams on a zoning system can be

enhanced with the presence of a TNB center by providing the team with a base station for its operations. In turn, TNB Fault restoration team can be utilized for urgent disconnections or connections of supply arising from bill paying services (credit control).

Hence, the results of the survey/study appears to support the need to set up a Consumer Service Center in the Cheras/Balakong Area.

4.3 Where is the ideal location?

The location of a new Consumer Service Center must enable TNB to maximize the satisfaction of consumers regarding its services.

The level of dissatisfaction with regard to all three services does not vary significantly according to location.

Geographically, the central location is Batu 9 and Balakong Town.

The results also indicate that the majority of the respondents pay their bills at the Cheras/Balakong(Batu 9 and Balakong) location. The majority of the respondents pay their bills at Post Office or TNB. TNB has no collection centers in Batu 9 or Balakong. Post Offices are the only centers serving this area.

From the above discussion, maximum benefit can be derived if the new Consumer Center can be located in either Balakong Town or Batu 9. It will address the majority of the consumers and complement the service served by Post Office. Here, effort can be made to attract TNB consumers from the Post Offices to pay at TNB offices so as to enable better TNB cash flow and associated surcharge savings from Post Office.

From the above discussions, the ideal location for the new collection center appears to be in Balakong Town or Batu 9 Town.

4.4 What are the features?

Ranking results indicate that, along with efficient bill collection (waiting and service time; updating arrears etc.), the consumers prefer Sunday Service. The service should be opened for business from 9.00 am to 12.00 pm.

4.5 The type/level of the collection center

The results of the study appear to suggest that a Consumer Service Center which provides all three services is required. However, the basic minimum requirement is a Collection Center. Fault Restoration can be used in combination with this Center. Enquiries services is only viable when there is adequate communication facilities that can link the new center with Kajang main office using the CIBS system (computerized system).

4.6 Suggestions for Future Research

4.6.1 Financial Considerations

Having established the need for a Consumer service Center, a feasibility study should be conducted based on financial considerations. Some of these considerations are as follows:-

- i) Savings on Post Office surcharge (40 sen for every TNB bill collected)
- ii) Interest savings due to early bill collection
- iii) Costs of supply disconnections by mistake

4.6.2 Consumer Service Center Index

The analysis carried out in this report is to determine the necessity of putting up a new Consumers Service Center in a particular area. The basis of analysis is determining the satisfaction or adequacy levels of service regarding three basic categories,

namely bill paying, restoration of electricity supply interruptions and enquiries. The study can be made more useful if an Index based on the three satisfaction/adequacy levels can be developed to aid decision - making. The Index Score shall correspond to the degree of necessity/desirability of putting up a new Consumers service Center as well as determining the particular type/level. Management can issue a policy guideline based on the value of the Index to trigger a full feasibility study.

4.6.3 Probability Sample - Inference to the population

Further, the study should be conducted with a probability sample to enable inferences to the population be made. Other advantages of the study is that detailed segmentation of consumers can be made with the same data obtained from the study. Habits of the consumers can be determined by crosstabulations by Consumer type or premise locations. A marketing program targeted to these segments as well as tailoring the Consumer Service Center for particular setup of the

area can be made. An obvious example is the opening of Sunday Services and their opening hours.