

1Gov*Net CSI Main Wave 2015

Building and managing customer relationships

Report Findings



Research design

Key Objectives

1Gov*Net CSI 2015 program has been conducted by TNS towards measuring, monitoring and managing customer relationships and hence identify and improve on various business processes in the relationship.

Data Collection Method

Based on database provided for 1Gov*Net:

- End User – Online
- MAMPU – Online & Face to face
- HQ – Face to face

Competition Benchmarking

Competition score captured among 1Gov*Net customers for respective products who have a relationship with another service providers. Comparisons made at 2 levels

- Overall
- Touchpoints

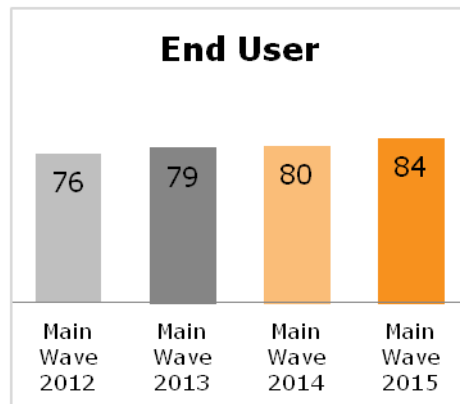
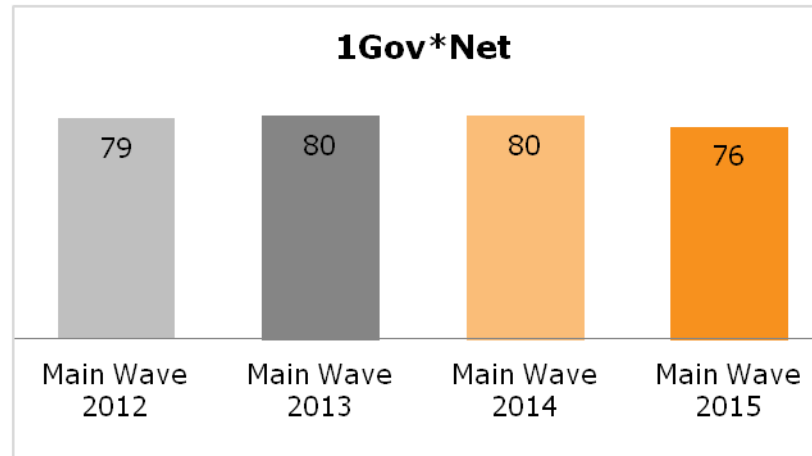
Sample Size

Segment	Methodology	Target	Achievement
HQ	Libat Urus Event	83	80
End User	Libat Urus Event	451	155
	Online Survey		98
MAMPU	F2F	16	6
Total		550	339

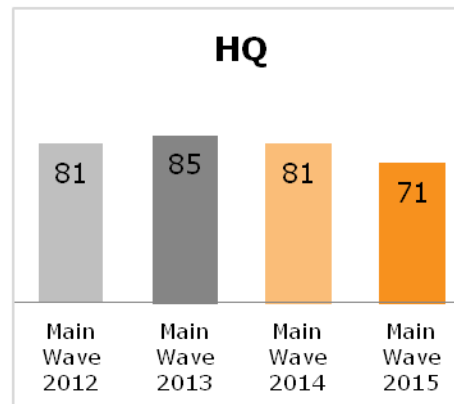
Fieldwork Period

21 October to 23 December 2015

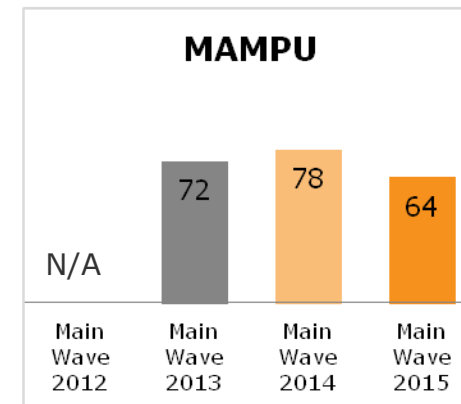
Decline in 1Gov*net score is mainly attributed sharply dropped in performance for HQ and MAMPU



50%



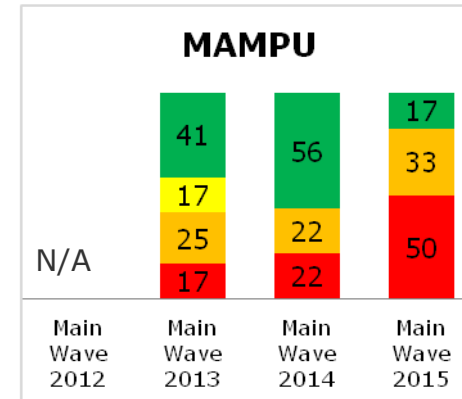
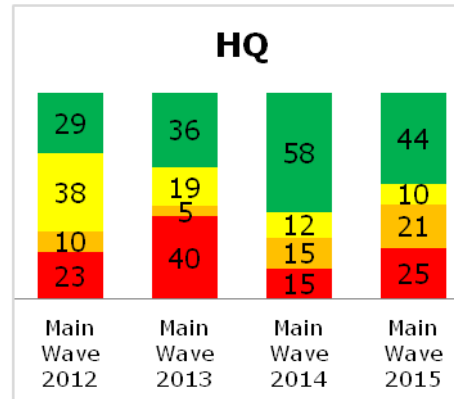
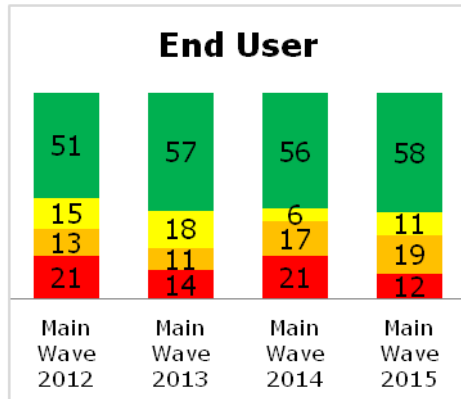
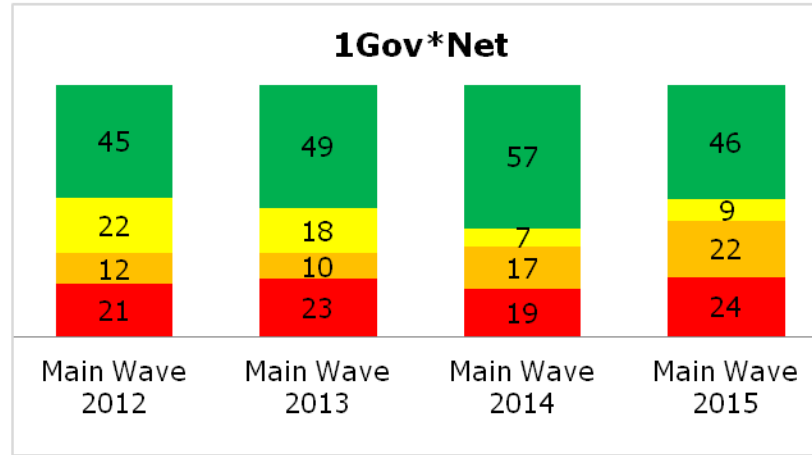
30%



20%

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Weaker relationship in 2015 especially among HQ and MAMPU customers. Discontentment need to be addressed immediately especially half of the customers (MAMPU) is terrorists.

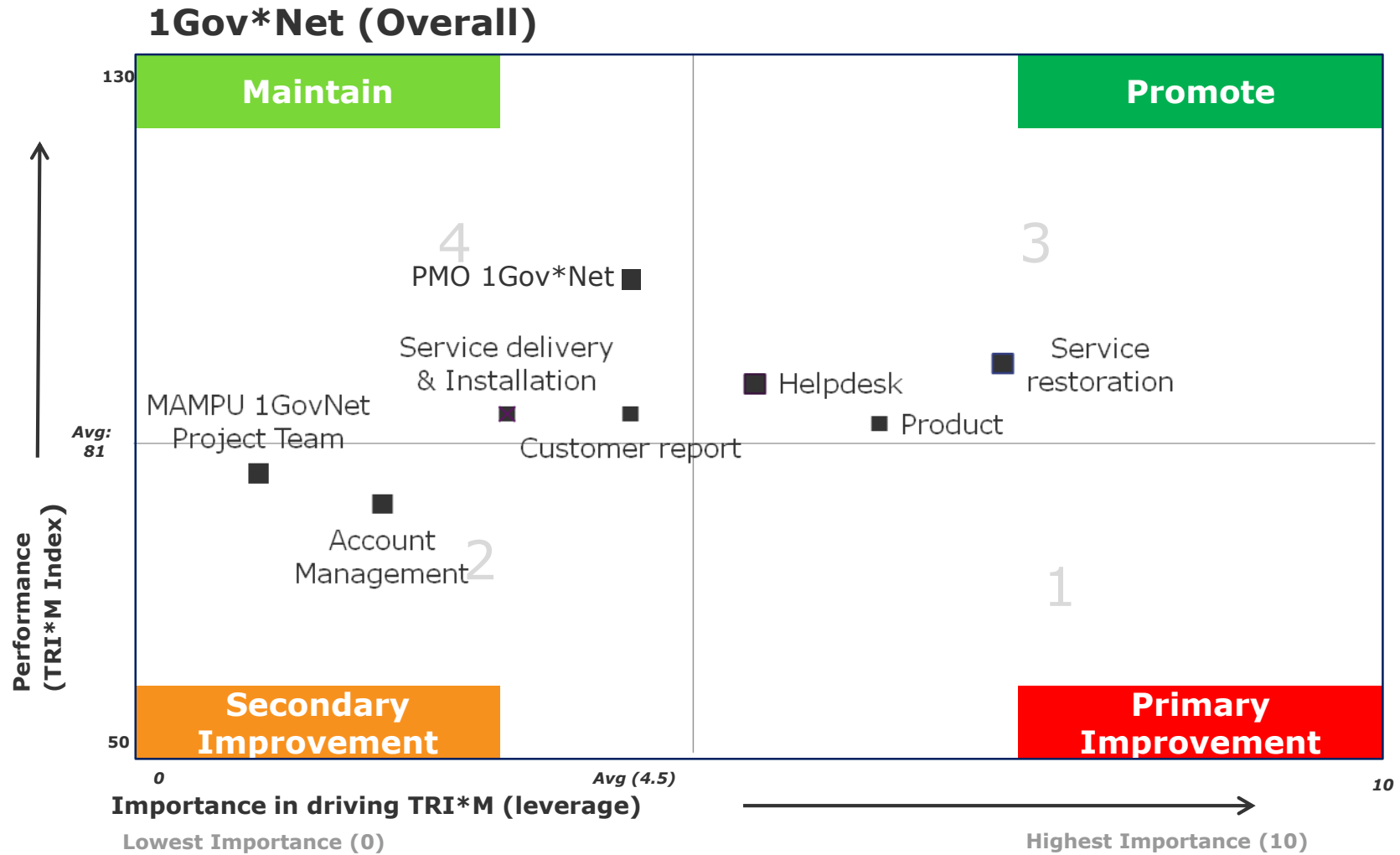


■ Apostles
 ■ Mercenaries
 ■ Hostages
 ■ Terrorists

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Account management, MAMPU 1GovNet project team are the key focus areas for improvement



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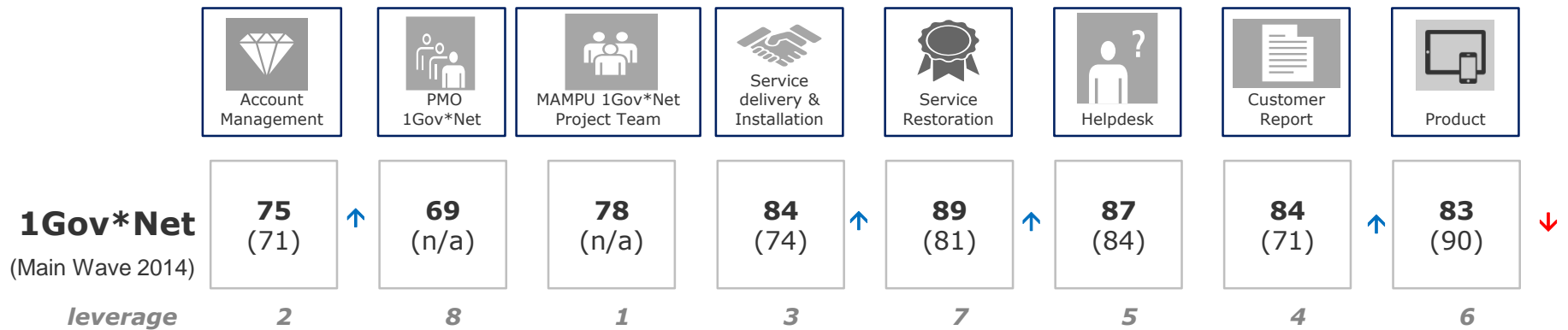


At overall level, improve in performance across most of the touch point

Main Wave 2015 Touch Point Prioritization

Primary Improvement	Secondary Improvement	Maintain	Promote
<ul style="list-style-type: none"> Product 	<ul style="list-style-type: none"> Account Management MAMPU 1Gov*Net Project Team 	<ul style="list-style-type: none"> Service Delivery & Installation Customer Report PMO 1Gov*Net 	<ul style="list-style-type: none"> Service Restoration Help Desk

Touch point performance



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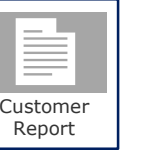

Note:

↑ Significant increase vs Main Wave 2014

↓ Significant decline vs Main Wave 2014



The improvement in touchpoint performance for 1Gov*Net is mainly attributed to increase in End User segment. However, attention need to enhance touchpoint performance for HQ. In addition, MAMPU seems has more discontentment with product itself.

Touchpoint performance								
								
	Account Management	PMO 1Gov*Net	MAMPU 1Gov*Net Project Team	Service delivery & Installation	Service Restoration	Helpdesk	Customer Report	Product
End User (Main Wave 2014)	n/a (n/a)	n/a (n/a)	n/a (n/a)	76 (67) ↑	90 (71) ↑	85 (76) ↑	n/a (n/a)	84 (88) ↓
<i>leverage</i>	-	-	-	1	8	5	-	5
HQ (Main Wave 2014)	64 (83) ↓	n/a (n/a)	64 (n/a)	59 (77) ↓	77 (85) ↓	76 (82) ↓	77 (76) ↓	77 (79)
<i>leverage</i>	1	-	0	5	9	5	4	4
MAMPU (Main Wave 2014)	61 (n/a)	72 (n/a)	n/a (n/a)	n/a (n/a)	n/a (n/a)	n/a (n/a)	62 (n/a)	59 (87) ↓
<i>leverage</i>	5	3	-	-	-	-	6	6

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Note:

↑ Significant increase vs Main Wave 2014

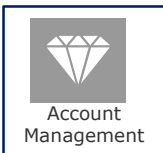
↓ Significant decline vs Main Wave 2014

Primary Improvement



Reliability and security are key strength for 1GOV*Net product. However, MAMPU seems to have higher expectation on these aspects.

Attribute	1GovNet	End User	HQ	MAMPU
Security of network service (H07)	Strength	Strength	Neutral	Weakness
Reliability and stability of the service(H06)	Strength	Neutral	Strength	Weakness
Provides updated and various type of technology to meet customers' requirements(H08)	Strength	Neutral	Strength	Neutral



Secondary Improvement

Issues with account manager is more critical for MAMPU segment and customers are expecting Acc. Manager to be more proactive and provide accurate information.

Priority Action	Attribute	1GovNet	End User	HQ	MAMPU
Medium	Provide accurate data to facilitate invoicing (number of sites, bandwidth capacity and services) (A09)	Weakness	n/a	Neutral	Weakness
Medium	Pro-activeness in informing and discussing with you about the monthly report consists of availability, utilization and helpdesk report using SAMS. (A03)	Neutral	n/a	Neutral	Weakness
Medium	Knowledge in industry and market information (A04)	Neutral	n/a	Neutral	Weakness



Mostly below average performance, however, these are not critical aspects to customer at the moment. Looks into following aspects once all the primary improvement areas are addressed.

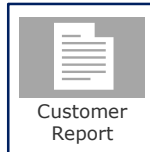
Priority Action	Attribute	1GovNet	End User	HQ	MAMPU
Low	Staff is proactive in handling customers' request (C03)	n/a	n/a	Weakness	n/a
Low	Staff possess knowledge and consultative skills on 1Gov*Net products and network services (C05)	n/a	n/a	Weakness	n/a



Maintain

Average performance at overall level. However, need to address the following aspects especially for HQ segment

Attribute	1GovNet	End User	HQ	MAMPU
Timeliness of installation, testing & service commissioning within agreed Request For Service (RFS) dates (D01)	Neutral	Neutral	Weakness	n/a
Staff ability to communicate and resolve matters related to site readiness up to installation.(D02)	Neutral	Neutral	Weakness	n/a
But Aims To Improve				
The installer contacts you to confirm the appointment time prior to User Acceptance Test (UAT) sign off (D05)	Neutral	Neutral	weakness	n/a
Staff competency - having the necessary technical skills during performing UAT (D03)	Neutral	weakness	weakness	n/a
Staff competency - having good communication skills (D04)	Neutral	weakness	weakness	n/a



Average performance at the overall level for most attributes and customers expect 1Gov*Net to deliver. However, 1GOV*Net should look into providing monthly performance report on time for MAMPU

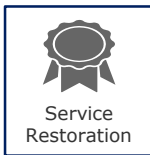
Attribute	1GovNet	End User	HQ	MAMPU
Online Service Utilization Reports (SAMS) are useful for future network planning (G05)	Strength	n/a	Strength	Strength
Service Performance Reports - Submission within as per agreed timeline (G06)	Neutral	n/a	Strength	Weakness
Availability of 1Gov*Net service monthly performance report via SAMS portal by 10th every month.(G01)	Neutral	n/a	Strength	Weakness

Maintain



Overall, customers expect PMO to be able to understand their needs and provide a timely response for inquiries and effective solutions for invoicing issues. Though these are relative strengths for the MAMPU segment.

Priority Action	Attribute	1Gov*Net	End User	HQ	MAMPU
High	Understand your business requirement (B03)	n/a	n/a	n/a	Strength
Medium	Timely response to Inquiries (e.g. email, telephone & meeting) (B04)	n/a	n/a	n/a	Strength
Medium	Provide effective invoice resolution (all issues related to invoicing and number of sites & services) (B07)	n/a	n/a	n/a	Neutral



Promote - Service Restoration

Highlight on the strength for service restoration but aims to improve staff discipline to meet customers on scheduled appointment time.

Attribute	1GovNet	End User	HQ	MAMPU
Staff competency - Troubleshooting expertise(F04)	Strength	Strength	Weakness	n/a
Staff competency - Accuracy in providing information regards to fault attended (F03)	Strength	Strength	Strength	n/a
Staff competency - Technical knowledge and consultative skills(F02)	Strength	Strength	Strength	n/a
But Aims To Improve Staff meets the scheduled appointment time (F09)	Strength	Weakness	Strength	n/a

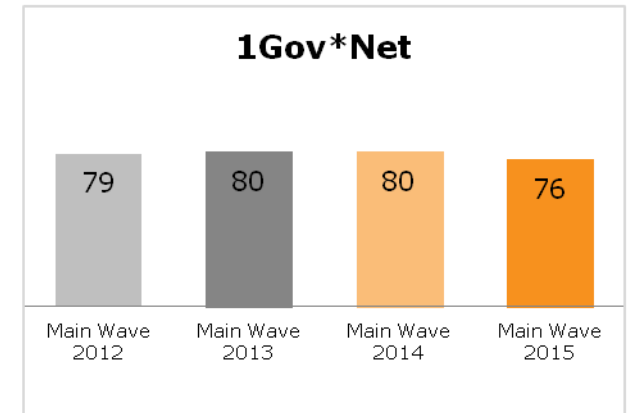


Above average performance for most service aspects particularly on professionalism and ability to provide accurate information and communicate in the way that customer can understand. Nevertheless, customers are looking for greater assistance and information on action to be taken.

Attribute	1GovNet	End User	HQ	MAMPU
Helpdesk handle calls professionally e.g. warm, friendly, polite and easy to understand (E09)	Strength	Strength	Strength	n/a
Helpdesk's communication is easy to understand(E08)	Strength	Strength	Strength	n/a
Helpdesk are giving accurate information to customers (E02)	Strength	Weakness	Strength	n/a
But Aims To Improve Helpdesk provide assistance and information on action to be taken on first level problem verification (E05)	Weakness	Weakness	Neutral	n/a

Overview of 1Gov*Net 2015 Performance

- Overall, 1Gov*Net index score registered decline.
- Implication: A need to improve customer satisfaction moving forward



THE HIGHS:

- End user customers show improvement in Index from 80pts in 2014 to 84pts in 2015
- Maintain “*Service Restoration*” key touch point that is currently with the highest index score.

WHAT TO IMPROVE

- Aim to improve the performance and relationship with MAMPU and HQ
- Unhealthy customer base with 46% share of apostles, decline 9% from 2014

At the touch point level:

- Improve on *Operation support, project implementation, account management and sales & solution.*

Overall Summary

Overall performance

- Overall, 1Gov*Net index score registered decline from 80 pts in 2014 to 76 pts in 2015 . The decline in performance is mainly due to sharp decrease in HQ and MAMPU performance score.
- The quality of relationship is weakened in 2015 especially amongst HQ and MAMPU which recorded higher proportion of dissatisfaction.
- Discontentment needs to be addressed immediately especially half of the customers (MAMPU) are terrorists.

Touchpoint performance

- At overall level, Product experiencing decline in performance in 2015 over last year
- The decline is mostly from End User and MAMPU segments.
- Compare to other segment, MAMPU seems to have higher expectation on the product especially on reliability and security.
- Key focus areas for improvement
 - Operation support, project implementation, account management and sales & solution
- MAMPU customers expect shorter time in terms of time taken for installation and restoration (SLG 97%) while HQ and End User are more tolerant.

Thank You



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