

Purpose

This survey is intended:

- ♦ to investigate customer satisfaction levels regarding media relations and management services provided by the Chancellery and Corporate Communications Division, UiTM
- ♦ to identify issues, problems or strengths related to media relations and management services

Instructions

Please complete the following survey. Your responses will help us improve our services and will be kept confidential. The completed survey can be emailed to Encik Firdaus Hanan at - firdaus.hanan@salam.uitm.edu.my. You may contact the person in charge at +60355442066 if you have any queries about the survey.

SECTION A: OVERALL PROVISION OF SERVICE

I. Name of the programme for which you applied the services of the Web Media Division

Date(s) of the programme

II. Nature of the media service requested

Please indicate (/) the ones that apply to you

Print media (newspaper, magazine, journal, etc.)

Electronic media (television, radio, blog, etc.)

III. Types of service

Please indicate the types of service provided by our department that you have or have not used, as well as your perceived overall level of satisfaction based on the given scale:

1 = Very strongly dissatisfied

2 = Strongly dissatisfied

3 = Not satisfied

4 = Satisfied

5 = Strongly satisfied

6 = Very strongly satisfied

CUSTOMER SATISFACTION SURVEY ON MEDIA RELATIONS AND MANAGEMENT



	Types of Service	Experience		Overall level of satisfaction						
		Yes	No	1	2	3	4	5	6	
1	Press conference									
2	Press coverage									
3	Press release									
4	Publicity									

IV. Aspects of satisfaction

Please indicate your aspects of satisfaction with our staff and service based on the given scale:

1 = Very strongly dissatisfied

4 = Satisfied

2 = Strongly dissatisfied

5 = Strongly satisfied

3 = Not satisfied

6 = Very strongly satisfied

	Aspects of Satisfaction	1	2	3	4	5	6
Staff							
1	Professionalism, courtesy and responsiveness to requests for assistance						
2	Knowledge and ability to answer questions						
3	Accessibility and approachability						
Service							
1	Timely processing of requests and transactions						
2	Provision of complete and accurate information						
3	Service rendered meets customer's needs						

	1	2	3	4	5	6	7	8	9	10
On a scale of 1 to 10, with 10 being the most positive, how likely would you recommend this service to a friend or colleague?										

Do you have any comments, questions or concerns?

SECTION B: DEMOGRAPHIC BACKGROUND

For questions 1 and 2, please indicate (/) the ones that apply to you :

1. User status

- Administration
 Academic
 Students
 Others (Please state: _____)

2. Gender

- Male
 Female

For questions 3 and 4, please write the relevant information in the space provided :

3. Faculty / Department

4. Campus

THANK YOU FOR YOUR FEEDBACK