

# Awesome Customer Experience main focus for UMS Registrar

DE 7.4.2018 10

KOTA KINABALU: "ACE" or Awesome Customer Experience is currently the main focus for the Universiti Malaysia Sabah's (UMS) Registrar No'man Ahmad to ensure in strengthening the governance and staff delivery of the university.

He explained that each employee must ensure that customers of the university have a good experience through great services in order to ensure an effective service delivery.

"We need to possess high commitment in providing the best service to customers and to make a promise to them that they are always a part of the university, and beyond that promise is that they will be happy with the quality of our services," he said.

He said this in his speech during the 2018 UMS Registrar Aspiration Ceremony at the UMS Residential Hall, here, on Wednesday.

No'man added that the one of the initiatives for "ACE" is to develop a high and comprehensive leadership to improve the efficiency of Management and Professional Administration Group.

"This will provide leadership talents among them as a complementary academicians to ensure that UMS is a key choice for higher education," he said.

Meanwhile, more than 500 UMS employees attended for No'man's aspirations which is a support to the UMS Vice-Chancellor's mandate of "Together to Drive Excellence".