

UMS promotes customer-friendly campus

NST 28.10.17 10

By MOHD IZHAM B. HASHIM

KOTA KINABALU: The focus on customer-friendly service forms an integral part of Universiti Malaysia Sabah (UMS) to enhance ties with its stakeholders and members of the public, said UMS Deputy Vice Chancellor Prof Dr. Datuk Kamarudin D. Mudin.

"We are always expanding our consumer-orientated initiatives as much of our activities greatly depend on good relations with our customers, whether they are students, the public, suppliers and external agencies, as well as tourists and visitors," he said at the closing ceremony of the university's Customer-friendly MMT week at the UMS library yesterday.

In his address, Prof Kamarudin highlighted the move in promoting a more customer-friendly campus would be a positive step forward for the university in creating a conducive learning environment as well as en-

hance its competitiveness. The text of his speech was delivered by Deputy Vice Chancellor (Student Affairs and Alumni), Prof Dr Ismail Ali.

During the programme, Prof Ismail also presented prizes to winners of the Inter-Faculty Exemplary Reading Award which went to the UMS Faculty of International Business (FKAL).

Meanwhile, the UMS Student Affairs Department (HEP) bagged the first prize in the interdepartmental category of the contest which was held throughout the MMT Week from October 23-27.

Earlier during his speech, Prof Dr Kamarudin commended organizers for the success of the Customer-friendly Week (MMT) which featured various exhibitions, book sales, knowledge-sharing exchanges, graduate dialogues as well as intellectual speeches and talks.

Furthermore, he noted the

MMT week supports the university's mission that is in line with objectives of the Higher Education Ministry on the need to preserve good relations with customers and the public.

"Understandably, we may not be able to resolve every issue raised by customers within the normal working schedule, therefore it is hoped with the opening of the university's customer consultation counters in a number of departments throughout the MMT provided seamless service to our customers," he added.

Admittedly, we could not fulfill the desires of every customer within normal working hours, therefore it is hoped that with the opening of the customer consultation counter by a number of departments throughout this week will provide room and opportunity for customers to carry out their activities seamlessly.

At the closing of the university's week-long MMT

Week, Prof Ismail also took the opportunity to officiate a book launching entitled 'Di Ambang Persaraan Kerjaya Dijunjung, Agama Disanjung' which is a novel authored by Hajah Jamidah Yahya, who is a staff member of UMS library.

Extending his congratulatory message, Prof Kamarudin expressed his pride in the talent and ability of the author, noting the university although it focuses on factual books but it also supports other literary pursuits in accordance to the university's publication policies.

"It is hoped that this book will further instill reading culture and inspire more writers in the future," he said.

Among those who attended the ceremony include UMS Chief Librarian, Dg Rukiah Ag Amit, Director of UMS Publications, Prof Dr Asmady Idris and Nor Hapipah Samat, Director of the Department of Information and Communications.