

**Sample form, not for offline completion.**

Visit <https://soba.awardsplatform.com> to enter.

# Best in Customer Service (RM25 Million & Above)

This award is intended to accredit the local enterprise or service provider who excel in providing exemplary service to their customers with the overall best customer service practices and customer service programmes to drive loyalty and develop deeper relationships with their customers.

Company Name

Company Ownership

- ☐ Bumiputera
- ☐ Non-Bumiputera

Industry

Advertising / PR Agencies

Auctioneers

Automobile

Books / Stationeries

Children Milk Powder / Baby Products

Education

Entertainment

Exhibitions / Events

F&B

Fashion

...

Date of Incorporation

Company Registration Number

Telephone (Office)

Business Address

Number of Employees

< 5

5 - 10

11 - 30

31 - 50

51 - 100

> 100

Is Your Company A Subsidiary

☐ Yes

☐ No

Company

Tax Identification Number (TIN)

Company

Tax Identification Number (TIN) Header



Company Logo



Company Website (URL) (optional)

Person to contact

Name

Designation

Email

Mobile Number

Head of company

Name

Designation

Email

Mobile Number

Criteria

**A. Customer Service Policy and Practices (30%)**

300 words

- How your company maintains a high level of customer satisfaction with regard to your company's services; and/or
- Your policies and/or practices on customer service and their uniqueness as compared to your competitors or other industry players when handling matters such as products/services' enquiries, delivery services, customers' complaints, warranties, refund and return policy, queue management system (including customer waiting time to be served and to make payment), call buttons, after sales services and repairs, complimentary food & beverages and other facilities. **[30%]**

**B. Customer Feedback (40%)**

400 words

- The number and types of channels available for customers to provide feedback such as dedicated response team/individual, emails, social media, customer service centre, call centre, customer survey or feedback forms.
- Briefly explain the policies and procedures that are in place to gauge/measure your customers' satisfaction/feedback and to respond to such feedback.
- Provide evidence to demonstrate the commitment by the management to enhance the sustainability of your customer service (e.g. total number of feedback received in the past 3 financial years and the number of satisfied customers due to the company's initiatives) **[40%]**

- Provide evidence of improvement in customer satisfaction towards services provided by your company in relation to its customer service policies and practices implemented such as customer retention rate, referral rate, number of complaints, customer satisfaction rating or number of visits to the company's online website. **[30%]**

Financial Summary

	Name	2021	2022	2023
1	Annual Turnover			
2	Operating profit (Before Tax)			
3	Operating profit (After Tax)			
4	Total Assets (Current)			
5	Total Assets (Non-Current)			
6	Total Liabilities (Current) - Exclude Borrowings)			
7	Total Liabilities (Non-Current) - Excluding Borrowings			
8	Borrowings (Current)			
9	Borrowings (Non-Current)			

Please include supporting documents (in PDF) where applicable. (Graph, Chart, Picture and etc.) (optional)



Video (optional)



Declaration form download

Click [HERE](#) to download your declaration form

Upload signed declaration form



Audited Report 2021



Audited Report 2022



## Audited Report 2023



## Latest Annual Return



Would you like to purchase a CEO seat for the Gala Night together with this submission?

☐ Yes

☐ No

CEO seat is limited to TWO seats per company. Any additional seats purchased will be converted to normal seats.

1) RM500 submission fee

2) RM1,300 submission fee and one CEO's seat at SOBA 2023 Gala Night

Where did you hear about SOBA?

☐ The Star Newspaper

☐ The Star Online

☐ Social Media

☐ Suria FM

☐ 988 FM

☐ Others:

By providing your contact information, you agree to allow

### Star Media Group

to share your name, company name, designation, phone number, email address and ROC number with our event sponsors (

**RHB Bank Berhad, PKT Logistics Sdn Bhd and Credit Guarantee Corporation Malaysia Berhad).**

This information will be used by sponsors for promotional purposes, including marketing communications and special offers. You can withdraw your consent at any time by contacting us at 017-231 1789.

☐ Yes

☐ No