General

UMPSA Customer Engagement Day strengthens department-customer relationships

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PEKAN, 16 October 2024 – A total of 400 visitors attended the Customer Engagement Day programme organised by the Registrar's Department, Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA), under the theme of 'Service Excellence' at UMPSA Pekan.

The programme, aimed at strengthening the relationship between the department and its clients, was officiated by the Registrar and Chief Operating Officer of UMPSA, Dato' Saiful Bahri Ahmad Bakarim.

In his opening speech, Dato' Saiful Bahri expressed his gratitude to all the visitors who attended and to all the parties involved.



"The Registrar's Department strongly encourages more open interactions like this in the future and hopes that this programme will serve as a starting point for improving and streamlining the services provided to UMPSA stakeholders.

"The Registrar's Department will also always be open to receiving suggestions and constructive criticism in all aspects of service at UMPSA.

"The implementation of this programme acts as a medium for delivering important and up-to-date information to the UMPSA community," he said.

According to Muhammad Hafiz Aswad Ahmad Kamal, Senior Executive at the Centre for Advanced TVET, the Registrar's Department Customer Engagement Day is an excellent programme because it allows UMPSA staff and students to interact directly with each unit under this department.

"Among the services offered were reviews and updates of HRMIS, matters related to study contracts, and applications for UMPSA 2025 vehicle stickers.

"There were also partner counters providing services such as checks for unclaimed money by the National Accountant's Department, a Blood Donation Programme organised by Pekan Hospital, and a Sustainability Exhibition by the Sustainability Centre.

"In addition, there was an awareness talk on the dangers of online fraud and the risks of corruption," he said.



The event also featured a briefing on the Public Service Compensation System (SSPA) and awareness talks by the Royal Malaysian Police (PDRM) Town Headquarters, the Anti-Corruption Commission (MACC), and a talk by Professor Ts. Dr. Muhammad Nubli Abdul Wahab on the importance of employee wellbeing in driving UMPSA towards excellence.

A total of 14 booths were set up by various departments from within and outside UMPSA, including the Registrar's Department, Corporate Communication Centre, Well-Being Centre, University Health Centre, Malaysia's National Accountant's Department, Pekan Hospital, and many others, offering various services and information directly to clients.

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