

Chapter 17

Roadmap to Gaining Customer Satisfaction: A Case of Talian Darussalam

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ABSTRACT

The provision of reliable and accurate data through a competent communication tool encourages the significantly competitive public sector and nurtures a prosperous society. The chapter discusses the optimization of digital assets, specifically, allocating accessible two-way communication between the government and its stakeholders which can lead to far-sighted information processing and resourceful decision-making. Simultaneously, it aims to recognize and suggest solutions to the prevailing strains towards the digitalization of operations in the said industry. Accompanied by a thematic analysis of data collected from literature, a qualitative in-depth interview was deployed with a relevant agency to gain enlightenment of the public service in its real context. The results of the study present an essence of the advanced process sophistication, the comprehensiveness, and flexibility of the IT system, the reuse of knowledge, as well as the quality of customer orientation response capabilities.

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INTRODUCTION

In February 2018, His Majesty the Sultan of Brunei has acknowledged in His Majesty's *titah* that Information Technology (IT) plays a vital role to develop and aid a nation towards becoming a digital economy (The Scoop, 2018). This corresponds with Brunei Darussalam's Vision 2035, which includes the Digital Government Strategy 2015-2020. One of the focus areas to move the nation towards a digital economy is Service Innovation (Digital Government Strategy 2015-2020 Brunei Darussalam).

The Government of His Majesty the Sultan and Yang Di-Pertuan of Brunei Darussalam is prepped to realise its vision of achieving sustainable development of the country and becoming a competitive economy. To carry out the mission, E-Government National Centre (EGNC) implemented a high-value call centre solution, Talian Darussalam (TD123) among government agencies. G2G (government-to-government) e-commerce is the electronic transactions mainly with the government. According to Akbulut et al, G2G information sharing can lead to efficient service (2009). Another study found similar data, showing that information sharing among government services can increase productivity, improve the performance of the government operations as well as provide better quality services to citizens (J.R. Gil-Garcia, I. Chengalur-Smith, P. Duchessi, 2007).

In light of this, the researchers of this paper aim to investigate the level of satisfaction with regards to the utilization of Information Systems (IS) in a customer service-based operation within Brunei Darussalam. Talian Darussalam 123 was then chosen as the research subject as it is one of the largest customer service operators in Brunei Darussalam. As a government-based service, Talian Darussalam 123 aims to provide a one-stop call centre for non-emergency inquiries from the general public with the provision of efficient communication with relevant authorities.

The main discussion of this paper will be based on qualitative data collection and comparing case studies in order to assess the environment of the study. This research paper addresses the following questions: *What is the current situation with the IS of customer service operations conforming to the objectives of the organisation? What are the complications encountered by the relevant authorities in terms of IS of such customer service operations in Brunei Darussalam? What has been the progress made as well as the current goals of improvements in improving IS of the other authorities involved?*

Incentivizing through public interest may raise the question of the drive for operational capability of the IS used in the execution of the service, particularly of its lack of competitiveness from being the only national call centre of its kind in Brunei. Therefore, in a customer service industry, whether or not the satisfaction of the customers plays a pivotal role in the operational capability, through IS, is to be questioned. Additionally, through assessing existing case studies relative to the improvement and enhancement of IS utilized in customer service, implications to further improve the existing services are to be expected.

The structure of the study is organised as follows. In the next section, a literature review of related work. In section 3, we focus on the framework developed for the study. Section 4 explains the research methodology, followed by the research findings in Section 5. In section 6, we present the discussion, and section 7 concludes the paper.

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