



**PEMANDU**  
UNIT PENGURUSAN PRESTASI DAN PELAKSANAAN

**For Immediate Release**

## **PDRM Selangor Customer Survey Rating System Officially Goes Live**

*PEMANDU handover monitoring duties to PDRM for nationwide implementation*

**SHAH ALAM, October 25, 2011:** Polis DiRaja Malaysia (PDRM) has today announced that the Customer Survey Rating System in 82 police stations in Selangor covering 165 enquiry counters are officially open for the public to provide feedback with immediate effect.

The official launch ceremony was held at the Selangor Contingent Head Quarters in Shah Alam. In attendance were the Deputy Home Minister, YB Datuk Wira Abu Seman Yusop, Inspector General of Police, Tan Sri Ismail Omar and Deputy Inspector General of Police, Datuk Seri Khalid Abu Bakar.

The Customer Survey Rating System is one of the initiatives which aims to increase public satisfactions with PDRM's service performance. Following successful trials and encouraging feedback from the public at several police stations within the Selangor, PDRM is now ready and equipped to take over the role of monitoring and implementing of the initiative from PEMANDU, said DSP Lee Fong Koi, Urusetia NKRA Bukit Aman, PDRM.

"The successful implementation in Selangor and the change we are seeing in our frontliners' attitude towards the public making police reports has been encouraging. As we now understand and know how it works, we feel that it is time we take over the responsibility from PEMANDU to ensure we can respond even faster to the public's enquiries," explained DSP Lee.

Monitoring of the initiative was conducted for three months from July – September, 2011 by PEMANDU and Bukit Aman jointly for analysis purposes and the results garnered have been encouraging. According to Eugene Teh Yee, Director, Crime NKRA, PEMANDU 95% of feedback received from the public has ranged from "Satisfied" to "Very Satisfied".

Based on the analysis and feedback, it has been decided that only the Survey Machines rating method will be used moving forward based on the efficacy of the system. This method will be enhanced further when the system is implemented nationwide in phases. The other method used previously was through SMS rating.

The Customer Service Rating is another initiative where PDRM is able to gauge the public's satisfaction and dissatisfaction with the services and performance of the police force. Through this initiative, the dissatisfaction element in the service and performance of the police is addressed and improved and the positive element in the service and performance of the police is duly noted and recognized.



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The Customer Service Rating initiative also ensures that the individual PDRM officers take ownership of his/her customer service performance and are trained to be more accustomed to handling public complaints and also to hone their skills in customer care. This is in line with the Government Transformation Programme (GTP) spearheaded by our Prime Minister, Dato' Seri Najib Razak to improve and develop an efficient public service delivery.

PDRM has played a critical role in the success of the Crime National Key Results Area (NKRA) program since it launched in January 2010. This year, from January - September 2011, overall index crime has been reduced by 23.6%, whereas street crime has reduced by 39.7%. This outstanding result is only made possible by the tremendous efforts from the police under the watch and leadership of the Inspector General of Police, Tan Sri Ismail Omar. Amongst the programs put in place to combat crime are the Omnipresence Program which consisted of initiatives such as the High Profile Policing, Feet-On-Street, Stop and Talk, as well as 'Hari Bertemu Pelanggan' where members of the public are encouraged to meet their district police chiefs on the first Thursday and third Saturday of each month.

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