



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : EFB20603
COURSE TITLE : CUSTOMER RELATION IN TOURISM
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT
(HONOURS)
DATE : 23 JANUARY 2026
TIME : 9:00AM - 12:00PM
DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consist of ONE sections.
4. Section A consist of five questions. Answer FOUR (4) questions only.
5. Please write your answer on the answer booklet provided.
6. Please answer all questions in English only.
7. Refer to the attached Formula/ Appendies. Tick if applicable

THERE ARE 4 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 100 marks)

Answer FOUR (4) questions.

Please use the answer booklet provided.

Question 1

A utility company (e.g., water or electricity provider) implements an online self-service portal that allows customers to log in, check their bills, make payments, submit meter readings, and report service interruptions. Customers can access the portal anytime without needing to call customer service. **Describe** an example of how an online self-service portal can benefit both the customer and the organization.

Benefits to the Customer:

- 24/7 access to information and services
- Faster issue resolution (no waiting in call queues)
- Convenience of managing accounts from home or mobile devices
- Ability to track usage and avoid billing surprises

Benefits to the Organization:

- Reduced call volume in customer service centers
- Lower operating costs (fewer routine calls)
- Improved data accuracy (customers enter their own information)
- Faster processing of service requests
- Higher customer satisfaction scores

(25 marks)

Question 2

A private clinic uses predictive dialing to remind patients of upcoming appointments and to confirm attendance. The system places calls automatically and routes answered calls to administrative staff who record patient confirmations. This reduces no-show rates and ensures smoother scheduling.

Benefit:

Staff workload is reduced, and appointment management becomes more efficient.

Negative Consequence:

Some patients may find automated calls intrusive or may hang up when they hear a short delay before speaking to a staff member.

Identify predictive dialing improves call center efficiency, and what are the potential drawbacks

(25 marks)

Question 3

Smart Hotel Customer Service (Hospitality Industry)

A large international hotel chain introduces next-generation speech recognition kiosks in their lobbies. Guests can simply speak to check in, request room service, ask for directions, or report issues. Future upgrades aim to recognize guest emotions and personalize service (e.g., calming tone if the guest sounds stressed).

Based on current trends, **Identify** how will voice recognition technology evolve to better serve customers in the future

(25 marks)

Question 4

A fashion retailer receives customer enquiries through Instagram messages, email, and calls to their hotline. The company uses a unified customer relationship management (CRM) system to store and track all customer interactions. When a customer contacts the company about a delayed order, the CRM automatically updates their record, allowing any representative—whether responding via phone, email, or social media—to access the same information and provide consistent answers. **Describe** how a company can coordinate its email, social media, and telephone channels to provide seamless customer service.

(25 marks)

Question 5

A customer, Ms. Aina, calls a telecommunications company's customer service hotline to report repeated billing errors on her monthly statement. She sounds confused and slightly frustrated because she has contacted the company before but did not fully understand the explanations given. You are the customer service representative assigned to handle her call.

Based on this scenario, **Explain THREE (3)** specific telephone techniques you would use to ensure clarity and professionalism when answering and conducting the phone call with the customer.

(25 marks)

END OF EXAMINATION PAPER