

Pos Laju MY's Courier Management by Employee Efficiency Issues

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ABSTRACT

This research about Pos Malaysia which is one of the famous postal delivery services in Malaysia. The purpose of this research to study about employee ethics and management in Pos Malaysia that provide postal services of letters, parcels and others to their customers. Good management and efficient service are need to fulfill their customers satisfaction and wants. Especially during nowadays, the demand of postal service increases with the new type of selling which is online shopping or known as E-commerce business. This research also discusses about the strategies to maximize Pos Malaysia's profit. In addition, feedback and complains need to take as a motivation to be successful organization. The modifications make by Pos Malaysia according to their customers feedback may help the company to improve their services and fulfill their customer needs. In conclusion, our hope doing this research to increase our learning, knowledge and help Pos Malaysia to be the most excellent postal delivery service either in Malaysia or in the world.

Keywords: ethics, employee, management, postal services, customer needs, demand, E-commerce, maximize profit, feedback, improvement

Introduction

Pos Malaysia Berhad is Malaysia's premier postal service provider. They have a widespread network of over 1,000 touch points countrywide that includes Pos Malaysia Outlets, Pos Minis, Pos24 (Self Service Terminals), Post-On-Wheels (Mobile Outlets), postal agents and stamp agents, making it one of the most extensive retail networks in Malaysia. It is located at Pos Malaysia Headquarters, Dayabumi Complex, Kuala Lumpur.

The vision of Pos Malaysia Berhad is to be the trusted leader in the delivery of integrated physical and digital solutions, resonates with their aspiration to stay relevant in fluid market while reflecting their digital agenda. Correspondingly, their mission statement is to deliver excellent customer experience and convenience in the areas of communications, logistics, financial services and supply chain solutions at the highest level of reliability and integrity.

The postal service, then known as Jabatan Perkhidmatan Pos, also began to take over numerous services on behalf of the Government machineries. It started to collect payment of electricity bill, sale of dog licence, payment of pensions, sale of television licence and others.

Pos Malaysia services are providing postal and related services, transport logistics, printing and insertion, counter collection and payment agency services for a range of financial transactions, such as bill payments, remittance, insurance and unit trusts. Pos Malaysia restructured its core services into three Strategic Business Units - mail, courier and retail. Mail includes the provision of basic mail services

for corporate and individual customers and customized solutions, such as mailroom management and direct mail. Courier includes courier solutions by sea, air and land to both national and international destinations. Retail includes over-the-counter services for payment of bills and certain financial products and services. Other operations include the hybrid mail which provides data and document processing services, logistics solutions by sea, air and land to both national and international destinations, business of internet security products, solutions and services and rental income from investment properties held by the company. Pos Malaysia also offers Drive-Thru Counters. Their services include sale of stamps, encashment of postal orders and payment of bill.

CHALLENGES

The challenge that we see is ethical problems among employee. Work ethics is ethical or behavioral to the work viewed positively, example as a belief that the work is important. Pos Malaysia used man power more than technological power to operate their services, hence employee ethical value played an important role to assure efficiency in processing delivery items. As the issue is regarding customer satisfaction and wants, it is important for Pos Malaysia to deliver the best to the interest of customers. The reasons to increase efficiency in processing their services is to reduce the defection on parcel or boxes to deliver because there are complaints from customers that when they received their parcel or delivery, it is damaged or defected. Hence, the customer satisfactions getting low and thus the image of Pos Malaysia scratched. The other challenge are the increases in online shopping platform users. The irony of this growing trends is significant relationship between online shopping and delivery services. Eventually, most online shopping platform will use postal services to deliver their products to customer and this giving chances for Pos Malaysia to dominate the markets. Challenges are employee needs to carry burden to sustain Pos Malaysia's good image because Pos Malaysia uses a lot of man power to manage the services. By that, ethical behavior by employee played important role to make sure customer satisfaction levels achieved. Based on the responses by customer, they are not satisfied with the services because of, missing parcel or the parcel did not come to their hand, late delivery, damaged parcel, and defected parcel. This evidence shows challenge to overcome the lack of responsibility among Pos Malaysia employee. The questions we need to ask regarding this matter is how to control employee behaviour or ethical code of work.

SOLUTION

The most important tasks for a Pos Malaysia company are to make sure that work is getting done, and everyone is moving in the same direction. Each employee is like a cog in a complex machinery, and everyone has to be doing their job to reach the common goal. However, all too often, all managers and owners alike run into the challenge of dealing with unmotivated employees not doing their jobs. That can range from not coming to work, taking leisurely lunch breaks, not clocking in or out, and ultimately, cheating the system. Fortunately, there are ways to deal with unmotivated employees. Here, we'll go through the common problems and what can be done to solve them using a time tracking software.

1. Provide Internal Control

An effective internal control structure includes a company's plan of organization and all the procedures and actions it takes to protect its assets against theft and wasted and evaluate the performance of all personnel to promote efficient operations. As you study the basic procedures and actions of an effective internal control structure, remember that even small companies can benefit from using some internal control measures.

Pos Malaysia can imply closed-circuit television (CCTV) in their premises especially in processing area where all the parcel be gathered. This way will help Pos Malaysia to observe employee behaviour during work. This matter be done to prevent theft during shifting the parcel to deliver. Besides, damaged parcel cases can be handled because employee will be more cautious when processing the parcel as they knew

they are being observe. Hence, implementation of CCTV is important to overcome problems faced by Pos Malaysia.

Moreover, to handle these problems, Identity (ID) scanner card are very helpful in control. ID scanner card is a tool to show the identity of someone who has been in the ID card. This ID cards cannot be shared because one card it only has 1-person information. This ID card is used to prove that we are an employee of a company or a student in an institution.

An ID card scanner is an electronic device that reads the data stored on an ID card data stripe and displays it on a screen. The technology allows connections from scanners to doors. We only can open the door after the scanner identified our ID card.

By using these, Pos Malaysia can overcome theft problem and loss of goods posed by customer using Pos Malaysia service.

BENEFITS

From this research, there are some benefits we can get after applying some changes to Pos Malaysia to be more successful as an organization that provide postal service in Malaysia.

1. Maximize the profit.

A successful organization comes from effective workers and efficient management. E-commerce business trend can give opportunities to Pos Malaysia with the increases of demand from seller to deliver parcel to their customer around Malaysia. Affordable price charging to the customer who need postage service for their business rather than other postal service will create larger profit to this company. By giving rewards to their workers also is one of motivation for the workers to work hard and be productive during the work hours. The great teamwork between the workers and upper management will produce a good performance of organization and finally will archived the huge profit from the combination

2. Provide job opportunity

High demand of customer to delivery postage from e-commerce activities lead to job recruitment for organization run their business. Pos Malaysia will need many work forces to run the business especially after the demand increase to use their services. This opportunity can help some people that need money to pay high cost of livings especially to those young people and people living in high maintenance. Furthermore, it can help government to overcome unemployment problem in Malaysia. This people can get training before their start their work if they have no experience in this job scope.

3. Protect the goodwill of Pos Malaysia

A security steps can make the goodwill of company be well known with the safety provided in the organization. The solution to install the CCTV into the business can avoid their business that been process run without any problem. Tight internal control from upper management can monitor their workers to be productive and dedicate while doing their job. Workers will be more ethics in their job, productive, hardworking and so on. Securities provide can build trust and customers will feel more s afety to use this service as the problem before can be prevent such as missing parcel. Strong relationship that build between this company and customers will increase loyalty for customers to use this service rather than other postal service that exist in this country.

Conclusion

- Pos Malaysia is a matured and establish business but yet having to face many challenges as the time progress. Due to the excessive information and the advancement of technology, Pos Malaysia need to have improvement and innovation in order to compete in the markets. The

online shopping trends become a big key challenge for Pos Malaysia as its demand Pos Malaysia's delivery services. As the trends of online shopping going up, the demand for the postal services by courier are also going upwards. Note that Pos Malaysia are not the only courier in Malaysia but given that Pos Malaysia is long establish which they have branding positioning all over Malaysian and the fact they offer lower price compared to other couriers, they had been known and become the first options by most customers. Despite all that, the quality of services that they deliver are not satisfying enough. Pos Malaysia still using manpower as their main resources in handling postage and parcel and this contribute to high risk in controlling quality of the service. This is because employees' low ethical value in work places and lack of supervisions in their processing postage departments. Hence, to overcome this, Pos Malaysia need to implements a tight internal control and motivate their employees to performs better.

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