

Integrity with Digital: From Transparency to Customer Loyalty (For Moderator)

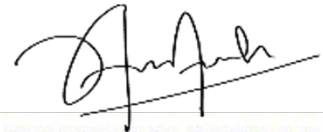
Suggested questions for the moderator:

1. Transparency helps build trust, and trust is an essential foundation for any growing relationship. Good relationships allow companies to build loyalty with their customers. Without loyalty, they become merely a commodity competing on price. It's not easy being transparent. How has transparency changed over the last 30 years, especially for Malaysia?
2. Dato' Michael, you have over 1million followers on FB and I feel that is due to the transparency that you practice for yourself. You are proud of your team, the company that you have nurtured and the products that your company carries. Recently you stated on your status, "I know I have a million followers here. That's why I'm educating you. I'm not here to please you. When I see something wrong, I tell you. I'm seeing my timeline 99 percent pro-Biden postings. What's wrong with 1% supporting Trump. Why get so angry? Just because I don't align to your opinion doesn't mean I'm wrong or stupid. In this age of the world, media control your mind." This is quite bold and absolutely true. The question is, do you ever get worried about how you express yourself and if it will affect your business?
3. The relationship between product/service quality and customer satisfaction is said to have hit the right spot whenever a customer experiences high service value. Today, due to the access ability of information, videos and reviews, do companies feel pressured to be transparent? Or should companies feel obligated to be transparent? In your opinion, Puan Azimah and Datuk Michael, how does transparency affect customer loyalty?
4. In some organizations, the disparity between management and staff is evident, but not addressed. Some of the subconscious mistake's leaders tend to make include being inconsistent, poor communications skills and lack of transparency in job responsibilities and biasness in salary and benefits. When morale is at its low and trust is not found between management and staff, how can leaders change this and how long would it take to change this unhealthy culture in the organization?

5. Leaders can take steps to encourage transparency in the workplace, but the saying is, it has to start from the leaders first. Why is it so important for transparency to begin at the top? Why not from Human Resources or just at the departmental level?
6. A transparent workplace nurtures an environment free from fear, encourages employees to be open about their achievements and mistakes and can overall create a safer, more positive environment. How do you practice transparency in your company? What are the best practices you can share with the audience?

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