

E-Services Effectiveness: A Case of Companies Commission of Malaysia

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Abstract— *E-Technology has become a reason for enabling more effective government through better access to services and the democratic process. Technology make both the public and private sector work more effectively by giving attention to the needs of customers while, at the same time, reducing costs, time and improving the quality of services. This paper, will discusses some of the key aspects of e-Service providing in Companies Commission of Malaysia (CCM) and the role of internal IT department and operational department to encourage the eservices in CCM to cater the drastically increasing application. Method undertaken in this study was through interviews with project sponsors and a number of other stakeholders and surveys of several focus groups of users. Data were collected using online questionnaire from CCM customers, employees and interview the stakeholders such as board of members. An online questionnaire survey of CCM employees was sent, accompanied by email imitating respondents to existing customer. This study will add more information on how to examine the value and the effectiveness of e-Services with a focus on three specific aspects of effectiveness such as the view of management and IT department; social, cultural and ethical implications; and the customers view of the usefulness and success of e-Service initiatives.*

Keywords— *E-services, e-technology, Companies Commission of Malaysia (CCM), role of internal IT department, role of operation department.*

I. INTRODUCTION

The Companies Commission of Malaysia (CCM) is a statutory body formed as a result of a merger between the Registrar of Companies (ROC) and the Registrar of Businesses (ROB) in Malaysia which regulates companies and businesses. CCM came into operation on 16 April 2002. The main activity of CCM is to serve as an agency to incorporate companies and register businesses as well as to provide company and business information to the public. CCM's vision is to be a world class corporate registry and regulatory authority that meets business needs through effective registration, information, regulation and advice.

CCM aims to achieve operational excellence in all the activities it undertakes. This requires CCM to be effective as an organization whereby resources are optimized and objectives are accomplished on a timely basis.

CCM understand that, the latest advancements in Information and Communications Technology (ICT) have been the emergence of the Internet, Web-based technologies (eTechnologies) and global networked economies. Today, e-Technologies play an increasingly significant role in our daily lives. They have fundamentally transformed the technological, economic, political and social landscapes. The recent advancement in the field of Information and Communication Technology (ICT) are allowing CCM to create and provide e-services to customer by own R&D using the support available from electronic and digital equipment such as websites, online services like bill payments and social media. ICT facilities make CCM more effectively by giving attention to the needs of customers while, at the same time, reducing costs, time and improving the quality of services. The new Companies Act 2016 which is enforce beginning of 2017 stated that e-document submission only allowed and do not use papers documentation by secretary. The highest achievement of CCM in e-services is have been recognized by the Malaysia Book of Records (MBOR) as the first government agency to implement the Digital Certified True Copy (CTC) service.¹

Problem statement

Electronic government forms the foundation for digital or e-Service and depends upon a sound technology infrastructure. However, e-Service is not a technical exercise, but rather an attempt to improve the political and social environment and to drive a fundamental change in the ways in which functions are performed. Effective utilization of technology and financial stability will support CCM to adopt e-services and implement it.

E-Service initiatives inevitably need to take into consideration issues such as new models of policy formulation; alternative forms of citizenship; different patterns and trends of relationship and power; new solutions for economic development; and alternative approaches for

connecting people to the political process. CCM should do market survey about the e-services acceptance of customer before mandatory e-services in CCM. In Malaysia, we can say that not all the government agency willing to adopt e-services but most of the agency trying to develop e-services to improve their services quality.

II. LITERATURE REVIEW

A good analysis about the impact of e-services is that by Brynard (2002) described in Kuye, Thornhill &Fourie (2002). In this work, Brynard argues that “for the government institution itself: an e-government framework creates a huge potential for improving the quality of service, stimulating trade and industry and cutting costs internally. The work of employees of the institution is made more interesting because employees’ electronic work stations draw together the different information that they need. The people and organizations with which the government institution deals will benefit directly from improved knowledge, product and service offerings.”

A review of various case studies of e-Government and e-Service (e.g. Webster 2001, Radics 2001, NIC 2000, Asgarkhani 2003b, and Asgarkhani 2004) suggests that local government objectives in introducing e-Service are likely to concentrate on:

- i. Prompt, accurate service – as local governments potentially receive millions of calls per year, setting a target to resolve a high percentage of these calls the first time they occur (through establishing a customer contact center) can result in significant efficiency gains and cost savings.
- ii. Improved quality of service (by reducing redundancy in service) - One client of a local government can potentially generate up to dozens of files in different locations. Local governments are seeking to convert these to one secure and accessible file - helping to provide continuity and coordination of local government support.
- iii. Removing barriers and tackling social exclusion – Local governments are aware that many clients do not have the skills to use electronic services, yet seem keen on setting up networks of learning centers in libraries and community centers that teach people relevant Internet and Web technology skills.
- iv. Local access points – It appears (Webster 2001) that up to 20% of customer queries cannot be addressed immediately. Clients often need to meet with a “professional.” Local governments can benefit from

setting up community access points to let clients meet ‘professionals’ through online video links.

Today, e-Services appear in various shapes and forms. Typical applications (within both local and national governments) can include: providing access; connecting to a service or a process; facilitating consultation; and enabling active citizen participation

Research Objectives

The important of e-services is operational excellence which is one of the CCM corporate strategies. In this business world customer is king and all need to serve them well. It is applicable for CCM to serve their customer very well by giving excellence services and the same time compete with other government sector as well in providing services. Recently, CCM is deciding to force customer to use of e-services by mandatory e-services and cutting down manual application. It is give positive as well negative impact on customer and organization. Teamwork of each staff in the organization will bring CCM to achieve 100% Government sector who providing e-services only in Malaysia.

In this context, three general questions emerge:

1. Do e-services contribute to cost-cutting in the customer?;
2. Does e-services help customer to receive services more easily and timely?;
3. Does e-services improve the quality of service in the CCM?

III. RESEARCH METHODOLOGY

In order to study the effective of e-services in CCM various approaches were adopted. The methodology for gathering information included interviews with project sponsors and a number of other stakeholders and surveys of several focus groups of users. Data were collected using online questionnaire from CCM customers, employees and interview the stakeholders such as board of members. An online questionnaire survey of CCM employees was undertaken, accompanied by email imitating respondents to existing customer. This method had the advantages of response speed and low cost. An email was sent to the respondents explaining the purpose of the survey, how the sample was chosen and containing contact details as well as a statement that the questionnaire was confidential, anonymous and there was no obligation arising upon its completion.

There are several theories used for this study and indicates some lessons offered from literature reviewed. In this study the discussion is based on leadership theory, bureaucracy and globalization theory. All three theories help this study

to meet its objectives. They help to link issues related to effectiveness such as the view of management and IT department; social, cultural and ethical implications; and the customer's view of the usefulness and success of e-Service initiatives. The three that concern us here are the leadership theory which is describe the role of the leader as transactional or transformational leader; bureaucracy theory which describes the roles and relations between citizens and bureaucrats; and the theory of globalization that examines the emergence of the global cultural system.

IV. FINDINGS

Once all the questionnaires, interviews and documentation had been completed, the R&D unit assigned reference numbers to questionnaires and then the process of data

analysis started. With the help of SPSS spread sheet the data analysis process was carried out and frequencies and percentages showing how respondents answered each question were generated.

The figure 1 below show that result of the questionnaire survey whereby 56% of respondent age between 18 till 30 accepts implementation of e-services by CCM. It is a big success for CCM to implement e-services and slowly make it e-services as mandatory services in CCM. Based on our objective we examine the value and the effectiveness of e-Services, social, cultural and ethical implications; and the customers view of the usefulness and success of e-Service initiatives. The table 1 below showed the effectiveness, social, cultural and ethical implications and customer view.

Table.1: The effectiveness, social, cultural and ethical implications and customer view

| Concept of analysis | Results |
|--|--|
| Effectiveness | |
| 1. Time | CCM provide fast services |
| 2. Cost | CCM reduce operational cost via less counter operation and paperless |
| 3. Service quality | Provide digital certificate which can access anytime and anywhere |
| Social, cultural and ethical implications | |
| 1. Time | Save time of public and private sector who dealing with CCM. Do not visit to CCM to get information. The data will be timely and accurate. |
| 2. Cost | Reduce cost of paper and go green. Reduce operational cost for public and private sector who dealing with CCM |
| 3. Service quality | Other government agency access to CCM through collaboration. Customer do not to submit manual document to any agency |
| Customer view | |
| 1. Time | Customer receives fast services and save waiting time |
| 2. Cost | Customer reduces travelling/parking cost. Do not take off and visit counter CCM |
| 3. Service quality | Access and receive CCM services anywhere and anytime |

The main advantage of e-services introduce by CCM is for efficiency. Efficiency consists of two elements, namely time and cost.

- i. Time efficiency: as a result of work process acceleration through standardization, digitization, and automation, but also as a result of faster information processing and accelerated information procurement, ICTs tend to increase time efficiency.

Information Security - technological advancements allow CCM to collect, store and make data available online to individuals and organizations. Customer and other stakeholders expect to be allowed to access data in a flexible manner (at any time and from any location).

- ii. Costs efficiency: The introduction of ICTs in an organization generates both costs and benefits that

can be summarized as follows (Fichman 2004). On one hand, we have tangible costs for hardware, software and telecommunication services as well as costs for development, implementation and training professionals. On the other hand, there are also intangible costs such as lower morale of the employees (as a consequence of automation and less responsibility) and costs for the disruption of operations.

In addition, there are also benefits resulting from the use of ICTs: both tangible benefits such as increased cash flows, increased productivity, lower operational costs, reduced workforce, lower expenses and lower facility costs and intangible benefits such as organizational flexibility, more timely information, better decisions, organizational learning, employee good-will, job satisfaction, client satisfaction and improved corporate image.

Following that, quality is another advantage of e-services introduced by CCM. The data provided will be accurate and in a timely manner. When we compare manual work to e-services it reduces mistakes and leads to an optimization of the customer benefit through proximity and online-services, as well as to administration-internal knowledge optimization (knowledge management / knowledge sharing).

V. CONCLUSION

It appears clearly that the introduction of e-services in CCM will generate good impact for customer and Malaysia government. E-services are very important for government agency to its day to day operation to improve the service quality. CCM knows that it is the monopoly in the market to supply data of companies and business registered under the. CCM is regulating 1.1 million companies and 5.6 million businesses registered with them and need to supply timely and accurate data to all stakeholders from Malaysia and other countries as well. Transformation from traditional services to e-services is necessary to CCM to improve its services and run its daily activity smoothly. By 2020, CCM aims to mandate e-services to their customers and stakeholders which will enhance CCM to improve their services according to advance technology.

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IMPLEMENTATION:

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