

BETTER SERVICE

Small steps for foreign missions to improve service

SINCE independence, Malaysia has gradually increased its diplomatic relations with other countries. The number of Malaysian foreign missions has increased from six at the time of independence to more than 100 now.

The official portal of the Foreign Affairs Ministry states that as the initial point of contact, the missions have a vital role in projecting a positive image of Malaysia overseas.

They also play a role in promoting Malaysia in various spheres including trade and investment, cultural exchanges and tourism and as well as education.

Our missions have a role in meeting the needs of Malaysians overseas, such as renewing passports, registering the birth of a child and attestation of documents.

I was pleasantly surprised during my recent visit to the Consulate General of Malaysia in Melbourne, Australia. The front-desk service staff greeted me with a smile.

The officers were courteous and helpful. The consul general was seen mingling with the visitors, engaging in friendly conversation and making them feel at home.

All these seem to be achieved by a small team with limited resources.

This friendly service can be further improved by a few simple changes like increasing the size of the waiting area. Having a dedicated telephonist-cum-receptionist will also allow uninterrupted attendance to all incoming calls. All these initiatives will definitely bear fruit for campaigns like Visit Malaysia Year 2014.

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