KOTA KINABALU: The Registrar Department of Universiti Malaysia Sabah (UMS) plays an important role to strengthen the quality of the university’s working culture so as to meet the needs of its customers, said vice chancellor, Prof Datuk Seri Panglima Dr. Kamaruzaman Haji Ampon yesterday.

“The MS-ISO 9001-2008 certification reflects the registrar’s effort to obtain a high level of standards that could improve competitiveness,” he said at the launching of the “Meet-The-Customer Day” programme held at the UMS campus here.

The registrar’s effort provides a new experience to its staff that would hopefully challenge them to continue to achieve higher standards of excellence and thus obtain the international standards for the educational industry and related activities.

“We need to improve the innovation in our service so we can guarantee quality and effectiveness of our delivery system,” Kamaruzaman added.

He also said that newly generated ideas will produce better products and therefore attract more members of the public to purchase them.

Products such as e-Jobs system, e-LNPT system and HR-Online System could help the Registrar Department to be more innovative.