

## Telekom Malaysia Berhad: Dynamics Kids Childcare Centre

Telekom Malaysia Berhad (TM), Malaysia's broadband champion and leading integrated information and communications group, offers a comprehensive range of communication services and solutions in broadband, data and fixed-line. As a market leader, TM is driven by stakeholder value creation in a highly competitive environment. The Group places emphasis on delivering an enhanced customer experience via continuous customer service quality improvements and innovations, whilst focusing on increased operational efficiency and productivity.

*"Gender diversity is increasingly seen as a pertinent factor to maintaining an organisation's competitive advantage. Research has shown that a diverse workforce promotes both creativity and encourages critical analysis. It creates a positive vibe that will help attract the best talents and develop the company's brand as an Employer of Choice."*

*- Dato' Mohd Khalis Abdul Rahim, Chief Human Capital Officer, Telekom Malaysia*

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### Overview

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TM takes a conscientious effort in creating a conducive work environment that enables employees to be productive at work. The company recognises that by providing employees with a childcare facility that is within close proximity of work, the employees are able to maximise productivity by minimising the burden on parents in trying to source for a centre for their children. The commuting time to work is also significantly minimised as parents are able to travel directly to work without having to detour to a childcare facility.

The 'TM Dynamic Kids' childcare centre was established to provide quality and affordable childcare services to employees in line with the recommendations set by the Ministry of Women, Family & Community Development, Malaysia, as well as the education manifesto to educate and develop children of TM employees..

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### Objectives

TM's overall Corporate Governance Blueprint expresses a goal for women participation on Boards to reach 30% by 2016. With the overarching strategy in place, the childcare centre is one of the key initiatives to support this goal and to improve employee morale, lower turnover of women workforce and attract a wider variety of applicants. This is also in line with TM's core values, 'KRISTAL' to become the employer of choice that inspires performance excellence amongst its people.

Despite the significant investment and cost to maintain the childcare facilities, TM believes that the value generated from the childcare centre can be seen in the long term as employees have a vested interest in the sustainability of the childcare centre and the business, which in turn fosters engagement and loyalty.

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## **Initiatives**

The childcare and early development facility, TM Dynamic Kids, is located in the Menara TM building for TM and non-TM employees' children aged between 3 months to 12 years old. The centre has a capacity of 124 children at any given time. Therefore, parents who are unable to secure an allocation for their child must register on a waiting list. The child will be enrolled to the centre once space is available.

### ***Childcare Centre Establishment***

The childcare facility has been in operation for the last 10 years and has gone through significant transformation from its initial establishment. In 1997, TM partnered with Tiaranita, its Women Employee Association to set up a childcare facility named "Tiaratot" stationed at a TM bungalow in Bukit Petaling. Tiaranita was responsible for managing the daily operations of the childcare centre. As part of the employee benefit, parents who sent their child to the childcare centre enjoyed a 40% subsidy on monthly fees and this is still currently in place. Although Tiaratot proved to be a successful initiative, TM's long term objective was to build an in-house facility within closer proximity to the office.

In 2003, the childcare facility was relocated to Menara TM building and renamed to "TM Dynamic Kids". The facility is 9,501 square feet and includes a reception area, classroom, shower area, lunch room and two separate open leisure areas. The relocation also involved a transition in the management of the childcare facility to the Human Resource department.

This soon changed in 2008 when the operations and management of the centre was outsourced to Dzul Iman Kindergarten to support the company in delivering consistent and quality childcare services. These services are in compliance to authority regulations:

- Development and the pre-education syllabus
- Operation cost
- Training cost for teachers
- Insurance coverage for teachers
- Licensing to manage the facility and gaining the status of a certified childcare provider

The Group Human Capital Management however continues to monitor the quality of the services and learning curriculum implemented by the childcare centre.

### ***Childcare Centre Care Providers and Children Enrolment***

Currently, TM Dynamic Kids is located on the ground level of Menara TM and has a workforce strength of:

- One (1) Principal (Administration)
- Fifteen (15) Staff on Nursery (Taska) and Pre-School (Tadika) teachers
- Two (2) Staff on Food Preparations (Chefs).

Below are the current statistics of children at TM Dynamic Kids, Menara TM by age categories:

Children Age	Total Number of Children	Total Number of Teachers
6 Years	26	1
5 Years	23	1
4 Years	22	2
3 Years	23	3
2 Years	16	4
< 18 Months	14	4
<b>Total</b>	<b>124</b>	<b>15</b>

### ***Learning Objectives & Curriculum***

TM and Dzul Iman Kindergarten aim to provide the children with the best learning curriculum and parents are also involved in their children's development by providing feedback on the curriculum. Their curriculum includes:

- Reading, writing & communication
- Mathematics
- Little Scientist Programme
- Arts & Craft
- Physical Education

TM Dynamic Kids is a certified childcare centre provider and complies with the provisional safety and educational governance and rules.

### **Outcome**

After 10 years since the establishment of the childcare centre, the centre continues to generate positive feedback and demand from TM and non-TM employees. Based on a survey conducted among employees who send their children to the childcare centre, the company discovered that there is a high satisfaction rate towards management and the childcare facilities. Parents feel at ease knowing that their children are in a safe environment and are well taken care of. More importantly, parents are able to spend time with their children when they commute daily to work and back home as well as during their lunch break. The demand for child care services continues to grow as employees and tenants at Menara TM, TM Annexe 1 and 2 as well as surrounding areas have requested TM to expand this facility to cater to the long waiting list.

The company believes that the childcare centre has contributed to the increase of women joining TM and increase in engagement score. Today, TM employs more than 9,400 women constituting 35% of the workforce, out of which 32% are in management level and 16% in the Group Leadership Team and Board of Directors.

### **Success Factors**

- Leadership
  - Top Management Influence

- Organisation Alignment
    - HR Engagement
    - Policies & Procedures
    - Regular Communication with Parents
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### **Awards**

- 2011: IMM Malaysia Women Marketeer Award
  - Malaysia HR Gold Award – Employer of Choice (by Malaysian Institute of Human Resource Management)
  - 2010: Prime Minister’s CSR Awards 2010
  - Best Workplace Practices Category
  - Honourable Mention in the Environment Category
  - Caring & Benevolent Employer Award (by Ministry of Human Resources)
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### **Website**

[www.tm.com.my](http://www.tm.com.my)