The effects of customer service strategies on customer satisfaction of firms in the telecommunication sector.

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DECLARATION

This research project is my original work and has not been presented to any other learning institution for the award of a degree.

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Approval

This research project has been submitted for examination with our approval as university supervisors

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ABSTRACT

Telecommunication plays a significant role in the country’s economic development. Firms’ profitability, growth and survival depend upon efficiency and effectiveness of data, voice and media transmission. Across section survey of five customer care centers owned by three mobile service providers was done. Simple Random sampling was carried out to sample 150 mobile subscribers apportioned in proportion to their market share.

Since this is an industry characterized by high competition and relatively low switching costs the researcher investigated customer service strategies employed by those firms and their effect on their customers’ satisfaction. The pricing strategies, service quality and service recovery strategies were analyzed to establish their effects on customer satisfaction.

Population of study consisted of mobile phone service subscribers within Nairobi’s central business district. The research was a descriptive survey and both structured and semi structured questionnaire was used for data collection. Interviews were also conducted to enable respondents give as much information as possible. Questionnaires were edited for clarity uniformity and consistency. Final analysis involved correlation and regression for qualitative data while the quantitative data was analyzed using descriptive statistics such as frequency tables, percentages, means and standard deviation.