The role of contact centres in improving customer service in Kenyan corporates: a case study of Safaricom Ltd

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Abstract:

In the Corporate Industry in Kenya maintaining or growing market share has become a difficult task. Competitors are chasing the same customers in a turbulent business environment. The ability to provide an excellent customer experience has become the only way for competitors to differentiate themselves. The purpose of this study was to examine the role of the contact centres in the Kenya Corporate world. Specifically, the study sought to examine the processes the business employs in improving customer service; to review the services that contact centres offer to their customers and lastly establish factors that leads to improved customer service within Contact Centres. The study adopted descriptive design. The population of the study comprised of Safaricom customers in Nairobi and contact centre managers. The study used primary data which was collected through structured questionnaires. Questionnaires were administered to both the Safaricom customers in Nairobi and the contact centre managers. The study applied both qualitative and quantitative designs to collect data. SPSS software was used to aid in analysing data. The analysed data was presented in tables and charts. The study found out that most of the customers were satisfied by the information offered in the contact centres since it was clear and complete and that the persons who assisted them were helpful. The agents made them feel important whenever they contact them and that they were always helpful. The agents were also able to understand their request and they were polite and friendly. The study found out that accessibility to the call centre was a challenge since most customers took long before they got through. The study also revealed that Safaricom has invested in technology to improve its customer service. The study concludes that Safaricom customer service has been helpful in solving customers' queries.