

## **ABSTRACT**

Internal customer satisfaction is often considered the most important factor for thriving in today's highly competitive insurance business and delivery service quality delivery. The research objective of the study is to determine effects of internal customer satisfaction on service quality delivery in resolution Insurance Company. The study concluded that effective motivating employees by rewarding them for being productive in their responsibilities, through recognition ,gifts, after sale service, increasing their commission, being promoted to management level, being taken for retreats while other were being offered scholarship for further training and training and promotion improved employees satisfaction. This motivated and enable employees to be more committed to offering quality health and general insurance services which in turn improve customer satisfaction the overall company performance. This research will adopt a case study approach. A case study enabled the researcher to have an in-depth understanding of the effects of internal customer satisfaction on services delivery in resolution insurance in Kenya. An interview guide was used as primary data collection instrument. Primary data was collected using self-administered interview guide. The interview guides consisted of open-ended questions. The content analysis was used to analyze the respondents' views about the on effects of internal customer satisfaction in Resolution Insurance Company. The presentation of the findings were done through thematic presentation of the finding in prose form The study concluded that company management focused on employees welfare and emphasized on Work life quality, providing effective working environment for the staff and ensuring employees concerns were addressed effectively focusing on Keeping employees happy which is tremendous benefit to companies as employees sought to stay loyal, consume more and were more likely to be committed to offering quality services to customers. The concluded that company management ensured that the employees were well informed about the company products and how effective they could be offered to customers, management paying great attention to employee's needs, giving the staff authority to manage and meet customer needs and empowering the staff through training, staff inquiries being handled from end to end, motivated by designing and implementing effective rewarding system, ensuring claims were executed with speed and within customer expected timelines and instituting collaborative relationship in the company influence employees delivering quality services. The study concluded that employees training, promotion, effective rewarding systems understanding insurances policies, employee's recognition and paying attention to employee's quality of work life and according authority to management and meet customers need, easy policy procedure, company adoption of technology in improving service delivery The study recommend that insurance firms should focus on enhancing employees reward systems through training to increasing motivating employees as effective reward systems demonstrated such desirable behaviors in service encounters increasing employees satisfaction, their motivation, competencies, and commitment in delivery quality insurance services.