
**THE INFLUENCE OF CUSTOMER CARE SERVICE'S ON AN ORGANIZATION
PERFORMNACE IN UGANDA A CASE STUDY OF
MTN, UGANDA**

**1 Kamakune Beatrace, 2 Ngiri Andrew, 3 Akampurira Sarah
1, 2, 3 Metropolitan International University**

ABSTRACT

The study looked at the connection between Uganda Telecom Limited's productivity and customer service in Kampala. Evaluate how effectively the MTN customer service center handles consumers were one of the goals of the study. to identify the primary issues and common complaints MTN consumers have, and finally, to identify the post-purchase services that the MTN corporation provides to its clients. The majority of clients are unhappy with how customer service staff manage them, according to the study's key findings about their happiness levels with communication centers. The majority of them expressed dissatisfaction over the customer service centers' inability to effectively engage with clients and promptly take complaints. From the findings, the correlation coefficient (0.706) shown a strong positive relationship between customer service and growth of the firm. This was statistically significant since the P-value (0.000) was less than 0.05 and therefore, we rejected the null hypothesis and conclude that there was no relationship between customer service and growth of the firm. The study suggested that leadership evaluate client happiness levels to strengthen relationships with customers, that the business establish a customer service desk to assist people over 50 who are underserved by the business's offerings through offering affordable rates, and that local banks and the M-sent mobile cash transfer service be used.

Key words: customer's, service delivery, performance, internal and external clients

Background to the Study

Customer service is a crucial component of every organization's success. Effective service to clients delivers both high-quality services and satisfied individuals. It is

possible to satisfy external clients by offering high-quality services and goods. Additionally, the corporation relied on time-tested methods that catered to customers and failed to establish a solid commercial reputation. Due to the fact that these companies did not provide the promised contributions to societal progress, they were a liability to the federal government (Public Service Management policy). They kept on depending on government support for many years while earning little or no money. The main goal of the 1980s-era economic reforms in Uganda was to increase the operational effectiveness of both governmental and private firms (Nelson, Christopher, Teddy, et al., 2022). When one block is disregarded, it is challenging to offer service (Kotler, 1997). They are connected by the two blocks. To enable businesses to achieve their goals, everyone must be content. To get the best outcomes for our customers, we need a customer management strategy that outlines the elements that must be in place (Christopher, Komunda, et al., 2022). If the business is interested in maximizing profit and long-term success, it must be committed to satisfying its customers.

Statement of the Problem

Any firm that wants to deliver quality services must be aware of the demands and standards of both internal and external clients. Additionally, a full grasp of the variables that affect service delivery effectiveness is required (Christopher, Komunda, et al., 2022). These elements include adequate pay, straightforward interactions, a positive work environment, and employee benefits for internal clients. Speed of providing services, responsiveness toward consumer needs, appropriate internal customer conduct, and staff competency in the service they are delivering are all aspects from the perspective of external consumers (Christopher, Muhindo, et al., 2022). Given the volume of complains received by consumers about MTN Company's insufficient communication networks, unpredictable networks, failures in MTN Mobile Money relationships, and clients switching to other communications firms, it is obvious that the organization is underperforming in the market. Unhappy clients, a drop in the amount of sales, a decrease in government promotions, a lack of monetary institution assistance, low incomes, a loss of market share in the telecommunications industry, and inability to

achieve predicted profits are a few effects of poor performance. This shows clients aren't getting their money's worth and are still dissatisfied. Amidst this scenario there is the widely held view that private companies tend to do better than those public owned and operated organization (Ronald et al., 2023).

Specific Objectives

- 1. To determine how efficient MTN customer services is in handling customers.*
- 2. To determine the main problems and frequent complaints MTN customers are experiencing.*
- 3. To determine the after sales services that the MTN company offers to its customers*

Research Questions

- 1. To what extent customers are satisfied with MTN customer services?*
- 2. What problems do MTN customers mostly complaint about?*
- 3. How does MTN's after sales services enhance customer satisfaction?*

Methodology

Research design

This is a strategy for doing research and a benchmark for evaluating variables. A research design is a strategy that the investigator used, according to Martin E. Amin (2005). It outlines the framework and steps for carrying out an investigation, including the strategy for methodically and methodically gathering the necessary data.

There are two types of investigation designs: quantitative study designs, which are plans for conducting investigation focused toward measurement and are used for describing current conditions or to examine connections, including causal connections, and qualitative investigation designs, which do not include values that are numerical.

Population of Study

Population of the study was 256 respondents which includes; MTN employees and customers who are the part of the general public. The units of inquiry involve heads

of departments and operations staff. Also, some selected MTN external customers was included in the collection process.

Sample Size and Selection

The sample size was determined using purposive sampling and stratified techniques and the selection of the heads of departments, staff, and customers was based on accessibility. The following Sloven's formula was used;

therefore,

n

$= 2300 / 1 + 2300(0.05^2)$ Where

N = population of the study (2300)

e = level of significance (0.05)

n = sample size (259)

Study Sample

A sample of (259) respondents was used to conduct the study. It included MTN employees and external customers as indicated in the following table below.

Data Collection Methods

Tools used in data collection included: questionnaire, interview, documentary review, observation and informal discussions. The reason for employing more than one data collection method is that none of these techniques is free from weaknesses. Therefore, use of "triangulation" approach that engaging more than one data collection provide "complimentary effect".

Questionnaire

Questionnaire refers to a series of questions prepared in order to solicit information from respondents. Questionnaires prepared will be distributed to Heads of Department (HOD) and some staff and to MTN customers and low cadre staff

Interview

The participants were interviewed in a chaotic environment to gather information. A face-to-face oral interaction between the person being interviewed and the people being interviewed with the aim of gathering information for the latter is referred to as an interview. Through this method, the investigator was able to improve the rapport with participants and enable the study's investigators to gather the necessary data for the study, which involved 18 (41) participants.

Data Analysis

Data have been analyzed by using both qualitative and quantitative technique using SPSS (Nelson, Christopher, & Milton, 2022). Qualitative technique involved factual and logical explanation and interpretation findings. Quantitative methods on the other hand involve the use of descriptive statics such as percentages and averages. Moreover, relevant tables have been used present data.

RESULTS

Experience of employees and duration they have worked at MTN Company

The following information in the table shows the duration of the respondents as customers, this was obtained from the questionnaire.

Table 1: Number of years of the respondents as customers and employees of MTN

<i>Number of</i>	<i>Customers</i>	<i>Employees</i>	<i>Frequency</i>	<i>Percentage</i>
<i>1 - 2</i>	<i>150</i>	<i>20</i>	<i>170</i>	<i>65.64</i>
<i>3-4</i>	<i>80</i>	<i>9</i>	<i>89</i>	<i>34.36</i>
<i>Total</i>	<i>230</i>	<i>29</i>	<i>259</i>	<i>100</i>

Source: Primary Data 2022

A majority of employees have worked for a period between 1-2 years while 35% of customers have used MTN's services for an average of (3 - 4) years, probably because the Company has been operating in Uganda for a maximum of 11 years thus the maximum period of service provision could be 4 years and could be more for employees due to the fact that some could have transferred from elsewhere.

Table 2: Relationship between Customer service and Growth of the firm.

		Customer service	Growth of the firm
Customer service	Pearson Correlation	1	.706**
	Sig. (2-tailed)		.000
	N	258	258
Growth of the firm	Pearson Correlation	.706**	1
	Sig. (2-tailed)	.000	
	N	258	258
**. Correlation is significant at the 0.01 level (2-tailed).			

Source; Primary Data, 2022

The correlation coefficient (0.706) shows a strong positive relationship between customer service and growth of the firm. This is statistically significant since the P-value (0.000) is less than 0.05 and therefore, we reject the null hypothesis and conclude that there is no relationship between customer service and growth of the firm

Table 3: Relationship between experience of employees and duration they have worked at MTN Company

		experience of employees	Growth of the firm
experience of employees	Pearson Correlation	1	.832**
	Sig. (2-tailed)		.02

	<i>N</i>	258	258
<i>Growth of the firm</i>	<i>Pearson Correlation</i>	.832**	1
	<i>Sig. (2-tailed)</i>	.02	
	<i>N</i>	258	258
**. Correlation is significant at the 0.01 level (2-tailed).			

Source; Primary Data, 2022

The correlation coefficient (0.7832) shows a strong positive relationship between experience of employees and growth of the firm. This is statistically significant since the P-value (0.02) is less than 0.05 and therefore, we reject the null hypothesis and conclude that there is no relationship between experience of employees and growth of the firm

CONCLUSION

According to the study, 80% of the clients are under the age of 50, with at least 7% of the participants being over 50. According to the report, there are 60% more female employees than male at MTN than vice versa, however the proportion of customers who are men is higher at 71.6 percent to 28.4% correspondingly. At MTN, more workers (80%) hold bachelor's degrees than master's or doctoral degrees, with the percentages for each being equal.

RECOMMENDATIONS

There is a disconnect between the promises made by client service administration and the actual services delivered through delivery of services, so administration should work to close this gap by strengthening their relationships with the business's clients. Communication systems must be maintained on a regular basis in order to decrease customer complaints and to provide excellent interaction day and night.

References

- Christopher, F., Komunda, T. R., & Milton, N. (2022). The Impact of Supervision on the Quality-Of-Service Delivery at Kirima Community Secondary School in Kanungu District , South Western Uganda. 6(5), 157-162.*
- Christopher, F., Muhindo, M. E., & Nakalema, F. (2022). Decentralization and Social Service Delivery in Uganda : Acritical Analysis of the Decentralization and Social*

Service Delivery in Uganda : Acritical Analysis of the literature review. November.

Nelson, K., Christopher, F., & Milton, N. (2022). Teach Yourself Spss and Stata. 6(7), 84-122.

Nelson, K., Christopher, F., Teddy, A., & Alex, A. (2022). Customer Care and Sales Volume of Miami Hotel in Kabale District , South Western Uganda. 6(6), 26-33.

Ronald, K., Kazaara, A. G., Ismail, L., & Micheal, T. (2023). The Impact Of Privately Owned Enterprises On The Economic Development Of Communities In Uganda . A Case Study Of Masaka City. 7(3), 191-197.