
Customer Care Services And Sales Volume Of Financial Institutions In Uganda; A Case Study Of Bayport Financial Services (Bfs)

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Abstract

The purpose of this study was to examine Customer Care Services and Sales Volume of Financial Institutions in Uganda, a case study of Bayport financial Services (BFS). The specific objectives were to examine the relationship between complaints registration procedures and sales volume in Bayport financial services. (BFS), to determine the relationship between complaints investigation and sales volume in Bayport financial services., to establish the relationship between customer care services and sales volume in Bayport financial services. Simple random design and stratified random sampling design were used to get the required sample of clients and to ensure that each member had equal chance of being selected. The study used questionnaire and an interview guide to acquire data from respondents. It was confirmed by a mean of 3.83 and standard deviation of 1.085 implying that the bank actually does conduct full assessment of complaints so they can come to solution for the complaint that can help resolve the complaint. The majority of the respondents strongly agreed with 60%, followed by agree with 23.3%, then not sure and agree with 6.7% each and then strongly disagree with 3.3%. This is confirmation that complaints management actually creates loyal customers. A mean of 4.30 and standard deviation of 1.088 confirms the responses. It was recommended that Bayport financial services should re-implement the complaints registration strategies for example better documentations of customer records, introduction of powerful cameras that helps in reviewing customers issues, design of better complaints registration forms that will enable them to improve its sales volume. The regression analysis for complaints registration showed that it contributes 56.7% to sales volume and this is basically done at the registration desk. It is confirmed that the management ensures that most complaints are registered, though procedures used some times are ineffective and only favors major or serious cases and this illustrates a moderate positive relationship between the complaint's registration procedures and sales volume in Bayport financial services. Therefore, results shows that effective complaints registration leads to effective sales volume in Bayport financial services.

Key words: Customer Care Services, Sales Volume and Financial Institutions

Background to the study

The contemporary advancement of commerce and emerging of markets has led to radical economical fluctuations and inflamed fierce competition worldwide (Agnes et al., 2023). As a result, the consumer today has a multitude of

alternatives to exceed his expectations when making a purchasing decision, whereas, rivalry has reached its climax (Faridah et al., 2023). Consequently, given the assumption that loyal customers are a vital ingredient of a sustainable

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business operation, therefore, retaining these customers is no doubt an interactive catalyst that will systematically influence the long-term success of any enterprise in today's service-driven economy (Irumba, Mugabi, & Akankwasa, 2023). In this regard, customer care service strategy signifies the vaccine that must be utilized by enterprises to diminish the risk of substitutes (Bank et al., 2023). In Africa likewise, the importance of good Customer care service is supported at all levels throughout the company. Customer care service matter most to banking' institutions since they are at the forefront of service provision (Alex & Kazaara, 2023). Service failure costs companies in terms of money, reputation and most dissatisfied customers do not complain (Akampurira et al., 2023). However, in Uganda customers who have used a company customer care services feel that they have been treated properly and are more likely to remain loyal to the company over the longer term and to provide positive word of mouth experiences to their acquaintances (Ramadhan et al., 2023). Therefore, a substantial effort should be made to ensure that the most

effective customer care service strategies and procedures are in place; for example, staff training (Emmanuel et al., 2023). According to (Branch et al., 2023), the banking industry in Uganda might be guilty of offering much less to their clientele in terms of customer care services (Christopher et al., 2022). Sales volume is the sum of a number of product units or service that is sold to the market during a given period of time. Sales volume is the core interest of Bayport Uganda that is based on sales and profit (Shadijah et al., n.d.). When the volume goes up everything is manageable (margin, profit, numerical distribution). But when the volume goes down it is difficult to manage the business parameters. The sales do not go up or down without a force behind it (Christopher et al., 2022). The company is managing and directing its sale volume through customer care services. Bayport Financial Services has contributed a lot however; its performance has been affected by the customer care services which are satisfactory to the customer expectations (Irumba, Mugabi, & Nelson, 2023; Luulu & Florence, 2023).

Statement of the Problem

In today's competitive service industry, banks are increasingly seeking to attract and retain customers in order to secure market shares and growth. Sales volume has always been the focus of every organization (Monica & Richard, 2023). Bayport financial services has enjoyed continued support from the clients, stakeholder and directors since its existence in Uganda from 2004 (Shariff & Kasenene, 2023) The continued involvement in the affairs of the bank clients in their supervisory capacity has ensured continuity and faster rise, growth and prosperity to the extent of becoming one of the leading bank in Uganda. This has been achieved through complaints registration, complaints investigation and

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complaints resolution among different customers of the bank and consequently resulting to customer loyalty, sales value, profitability and referrals among others (Christopher et al., 2022). Organizations need to respond effectively to the consumer complaints that may arise from the service failures. (Jane et al., 2023) indicated that customer care services have increasingly become a common phenomenon among banking institutions and this could have been attributed to poor quality services, lack of appropriate customer care initiatives, among others, hence resulting to low sales volume (Paul & Kazaara, 2023). Despite measures taken to manage all the above, the bank has not yielded the expected results and still struggles with different cases of complaints and mishandling of customers which decreases its sales volume. This research therefore attempts to investigate effects of customer care services on the sales volume of financial institutions in Uganda using Bayport financial service as a case study (Nelson, Christopher, Teddy, et al., 2022).

Purpose of the Study

The purpose of this study was to establish the relationship between customer care services and sales volume of Bayport financial services.

Objectives of the Study

In particular the researcher focused on the following specific objectives:

1. To examine the relationship between complaints registration procedures and sales volume in Bayport financial services.
2. To determine the relationship between complaints investigation and sales volume in Bayport financial services.
3. To establish the relationship between customer care services and sales volume in Bayport financial services.

Research Questions

To achieve the above desired objectives the following research questions were used:

1. What is the relationship between complaints registration procedures and sales volume in Bayport financial services?
2. What is the relationship between complaints investigation and sales volume in Bayport financial services?
3. What is the relationship between customer care services and sales volume in Bayport financial services?

Methodology.

This study used a cross sectional research design. This design was chosen because it was important for the researcher to find out the opinion of a cross section of the population

about a subject under investigation in a particular period of time using a particular part of the organization (Sekaran, 2003). In this study, numerical figures and descriptive information was obtained, giving it both a

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quantitative and qualitative research dimension. The study hence used both qualitative and quantitative approaches during sampling, data collection, quality control, and analysis. At data collection stage, qualitative design involved administering open ended questions in the questionnaire to the respondents, while the quantitative design involved administering closed ended questionnaire to respondents in Bayport Financial Service. The study population comprised of management, employees and clients of Bayport financial service main branch, notably the senior management, employees, and customers of the bank. Therefore, the population of 40 respondents was derived from the study area. The staffs and senior management were selected purposively on account of their knowledge concerning the variables in the study. Simple random design and stratified random sampling design was used to get the required sample of clients and to ensure that each member had equal chance of being selected. The sample size adopted by the study is 39 respondents. The researcher assumes this sample was representative enough of the entire population

using the Morgan and Krejcie (1970) table, as cited in Amin, (2005). The study employed both primary and secondary data. Primary data was got from respondents who were interviewed. Secondary data on the other hand was data already complied and was in the form of records and reports. Primary data was obtained by using the survey instrument. Secondary data on the other hand was obtained from Bayport Financial service records, internet, text books among others. The questionnaire was subjected to face validity with the supervisor and an independent assessor. Generalization and appropriateness of topic was validated by assessors. The researcher ensured that all the data collected was double entered checked for any differences. Although the data was mostly erroring free, missing data without selection was assumed to neutral so as to clean it. The researcher entered the data from the completed questionnaires into a data entry screen for Statistical Package for Social Sciences (Nelson, Christopher, & Milton, 2022). After this, the data was analyzed, summarized and presented using descriptive statistics and correlations.

Results.

Table 1: Correlation between complaint registration and sales volume

		Complaint Registration	Sales volume
Complaint Registration	Pearson Correlation	1	.483**
	Sig. (2-tailed)		.007

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	N	30	30
Sales volume	Pearson Correlation	.483**	1
	Sig. (2-tailed)	.007	
	N	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data

Results in table 1 showed that there is a moderate positive relationship between the complaints registration procedures and sales volume with a Pearson (r) = 0.483, at $P = 0.007$ significance that is less than 0.01. The positive relationship means, that the two variables move in the same direction. This means, when complaint registration is streamlined or improved, sales volume also increases. Therefore, the bank should work hard to ensure that complaint registration is improved so that sales volume results (Nelson et al., 2023). To confirm the existence of a relationship between Complaints registration and sales volume, a liner regression analysis was conducted and the results are presented in the table 1:

Table 2: Model Summary for complaint registration and sales volume

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.483 ^a	.234	.206	.676

a. Predictors: (Constant), Complaint Registration

The model summary of regression yielded an R^2 of 0.234 implying that complaints registration procedures contribute 23.4% to sales volume. This implies that besides complaints registration, there are other factors that contribute to sales volume in a bank. The regression coefficient of 0.483 indicated that a unit increase in complaint registration resulted into 0.483 units increase in the sales volume. This implies that complaint registration affects sales volume.

Table 3: ANOVA^b complaint registration and sales volume

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3.896	1	3.896	8.536	.007 ^a

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Residual	12.779	28	.456		
Total	16.675	29			

a. Predictors: (Constant), Complaint Registration

b. Dependent Variable: Sales Volume

Source: Primary Data

Table 4: Coefficients^a for complaint registration and sales volume

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.303	1.050		1.241	.225
Complaint Registration	.817	.280	.483	2.922	.007

a. Dependent Variable: sales volume

Source: Primary Data

The position in the modal summary is further clarified by the regression value 3.896 compared to the residual value of 12.779 out of a total of 16.6675 (The regression value is 20.6% of the total). The F value of 8.536 is statistically significant (P value of $0.007 < 0.01$) implying that that complaints registration explains variations in sales volume in Bayport financial services. Beta value of 0.483 is the same value as Pearson's r coefficient.

Table 5: Correlation between Sales volume and Complaint Investigation

	Sales volume	Complaint Investigation
Pearson Correlation	1	.623**
Sig. (2-tailed)		.000
N	30	30
Pearson Correlation	.623**	1

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Sig. (2-tailed)	.000	
N	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data

Results in table 4.10 show that there is a strong positive relationship between complaint investigation and sales volume with a Pearson (r) = 0.623, at $P = 0.000$ significance that is less than 0.01. The positive relationship means, that the two variables move in the same direction. This means, when complaint investigation is well done, it is likely to result in proper complaint resolution and therefore sales volume also improves (Polycarp et al., 2023). Therefore, the bank must put in place complaint investigation measures to ensure that complaints are adequately investigated so that sales volume is attained. To confirm the existence of a relationship between Complaints investigation and sales volume, a liner regression analysis was conducted and the results are presented in the table 5.

Table 6: Model Summary for complaint Investigation and sales volume

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.623 ^a	.388	.367	.604

a. Predictors: (Constant), Complaint Investigation

The model summary of regression yielded an adjusted R^2 of 0.367 implying that complaints investigation procedures contribute 36.7% to sales volume. This implies that besides complaints investigation, there are other factors that contribute to sales volume in a bank (Wegulo et al., 2023).

Table 7: ANOVA^b for complaint Investigation and sales volume

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	6.477	1	6.477	17.782	.000 ^a
Residual	10.198	28	.364		
Total	16.675	29			

a. Predictors: (Constant), Complaint Investigation

b. Dependent Variable: sales volume

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Table 8: Coefficients^a for complaint Investigation and sales volume

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.845	.604		3.054	.005
Complaint Investigation	.667	.158	.623	4.217	.000

Source: Primary Data

a. Dependent Variable: sales volume

The relationship was further clarified by the regression value 6.477 compared to the residual value of 10.198 out of a total of 16.675 (The regression value is 36.7% of the total). The F value of 17.782 is statistically significant (P value of $0.000 < 0.01$) implying that that complaints investigation explains variations in sales volume in Bayport financial services. Beta value of 0.623 is the same value as Pearson's r coefficient. This finding confirms the view of Victoria (2004) who notes that not all complaints are suitable for investigation in order to come up with a satisfactory report (Kazaara & Christopher, 2023).

Table 9: Correlation between Complaints Resolution and sales volume

	Complaint Resolution	Sales volume
Pearson Correlation	1	.773**
Sig. (2-tailed)		.000
N	30	30
Pearson Correlation	.773**	1
Sig. (2-tailed)	.000	
N	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

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Source: Primary Data

A correlation analysis was applied between complaints resolution and sales volume and results in table 9 show that there is a very strong positive relationship between the complaints resolution procedures and sales volume with a Pearson (r) = 0.773, at $P = 0.000$ significance that is less than 0.01. The positive relationship means, that the two variables move in the same direction. Thus when complaints are resolved appropriately, sales volume results. Complaints resolution is a very strong factor in ensuring sales volume. The bank need to ensure that any complaint received in the bank is registered, investigate and resolved to its logical conclusion so that sales volume results (Moses et al., 2023).

Regression Analysis for complaints resolution on Sales volume

Further, to establish the extent of the relationship between Complaints resolution and sales volume, a liner regression analysis was conducted and the results are presented in the table 10.

Table 10: Model Summary for Complaints Resolution on Sales volume

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773 ^a	.597	.582	.490

a. Predictors: (Constant), Complaint Resolution

Source: Primary Data

The model summary of regression yielded an adjusted R^2 of 0.582 implying those complaints resolution procedures contributes 58.2% to Sales volume. This implies that besides complaints resolution contributes only 58.2% to sales volume the remaining 42.8% is contributed by other factors.

Table 11: ANOVA^b Complaints Resolution on Sales volume

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	9.952	1	9.952	41.449	.000 ^a
Residual	6.723	28	.240		
Total	16.675	29			

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Table 12: Coefficients^a Complaints Resolution on Sales volume

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.729	.417		4.147	.000
ComplaintResolution	.676	.105	.773	6.438	.000

a. Dependent Variable: Sales volume

Source: Primary Data

The ANOVA and Coefficients for the regression yielded a regression value 9.952 compared to the residual value of 6.723 out of a total of 16.675 (The regression value is 58.2% of the total). The F value of 41.449 is statistically significant (P value of $0.000 < 0.01$) implying that that complaints resolution explains variations in sales volume in Bayport financial services. Beta value of 0.773 is the same value as Pearson's r coefficient.

Conclusions

The regression analysis for complaints registration showed that it contributes 56.7% to sales volume and this is basically done at the registration desk as shown in table 4.6. It is confirmed that the management ensures that most complaints are registered, though procedures used some times are ineffective and only favors major or serious cases and this illustrates a moderate positive relationship between the complaint's registration procedures and sales volume in Bayport financial services. Therefore, results shows that effective complaints registration leads to effective sales volume in Bayport financial services. It is important to note that majority of respondents interviewed at Bayport financial services noted that, the management has been critical on issues and cases that arises in the bank. However, the study further discovered that most customers with low self-confidence, lower skills and on lower incomes have been attended to less as compared to others so as to make their complaints satisfying. This finding is in line with Barlow, (1996) who asserts that a complaint is a gift; since customers feedback is used as a tool to solve differences. The regression of complaints resolution and sales volume showed that complaints resolution contributes 36.7% to sales volume.

In a nutshell, complaints resolution is one of the strategies that are used to resolve and settle disputes or complaints as indicated on table 4.12 on page 51 with a percentage of 50% which shows that customers are given feedback on action

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to be taken. It is important to note that Bayport financial services operation has been successfully achieved because of the complaint resolutions strategy used. However, the level and capacity of the bank to resolve complaints in a stiff market is low.

Recommendations for the study

From the summary, conclusions of the findings, the researcher was able to make the following recommendations: -

Basing on the study findings, it was recommended that Bayport financial services should re- implement the complaints registration strategies for example better documentations of customer records, introduction of powerful cameras that helps in reviewing customers issues, design of better complaints registration forms that will enable them to improve its sales volume.

The researcher also recommends that the Bayport financial services management should introduce better laws and rules as regards to bank operation for example involving authorities of the bank like professional complaints investigation team to carry out critical investigation to cases that emerge from bank customers.

It is important to note that a complaint resolution is an important way of meeting customers' requirements. Therefore, the researcher recommended that customers should be provided critical attention and first priorities because "customers are bosses to any business". More emphasis should be put on issues bothering customers and preventing them to use the bank services as required.

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