



An Empirical Study of Customer Satisfaction in Relation to Customer Experience in Telecommunication Industry on Retail Shops

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ABSTRACT

Today's customers due to globalization have more bargaining power compared to past years due to globalization. Hence businesses in various industries just as in telecommunication industry are faced with the challenge to satisfy customers by ensuring that they meet customer expectations through customer experience among some strategies. One way to achieve this could be through building a customer relationship to better have knowledge and understand needs and expectations. Wielding a strategy that is critical to customer satisfaction through enhanced customer experience.

Keywords: Customer Satisfaction, Customer Experience, Telecommunications Industry

Introduction

In this digital era media convergence, which includes combination of content, computing and communication. It has further been very essential as it is the merging of various types of media, from traditional media, broadcast media, print media and the Internet. The impact is vast in that has further enhancements in technology has resulted due to portable and very interactive technologies on digital platforms. This has led to continuous pushing of mass information to gain attention of users globally as most of it is moment based, targeted audience and content and granting users the power to create through tailoring what exactly they are interested in granting businesses access to view what customers expect and are satisfied with. This has further led to high expectations from customers for their level of satisfaction with product and service deliverers.

Review of Literature

Bernd Schmitt at Columbia University, has defined customer experience as a process of strategically managing customer's entire experience with a product from how they learn about the product or service to consuming it and how they relate to the producer or service provider.

Zeithaml et al (2011), have stated the important role on how customer experience influences consumer behavior as it is also marketing.

According to Leefa Jeneffa's (2019) paper on the study on Customer Satisfaction Toward Digital Advertisement of Consumer Goods in which she cited the importance of the internet to individuals and companies.

Research Methodology

Research design: the adopted research study is that from a descriptive survey research design.

Collection of primary data was done through questionnaires that was structured together information from different factors relevant to Customer Experience and their relevance to satisfaction. Of about 80 respondents through a non-probability technique for the sample and secondary data was sourced from books and pdf published journals. A percentage analysis was used in the study.

Analysis

Data was analysed using descriptive tools such as frequency tables and distribution graph;

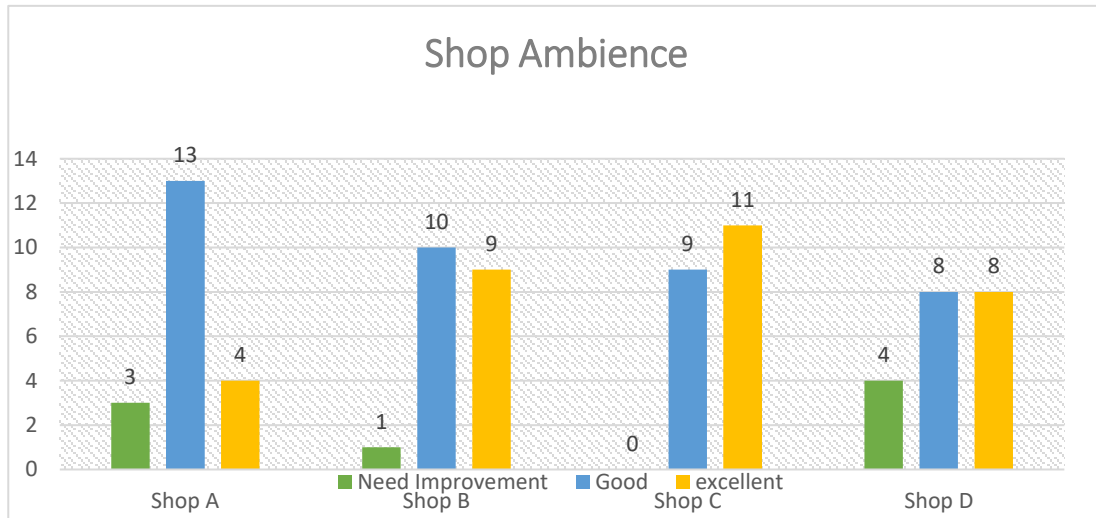
Shop appearance/ ambience.

1. Shop ambience/appearance

Ambience	Shop ambience	Need Improvement	Good	Excellent
1	Shop A	3	13	4
2	Shop B	1	9	8

3	Shop C	0	9	11
4	Shop D	4	8	8

Table1: Shop ambience



Graph 1: Distribution of Respondents after visiting four shops in Blantyre city.

Inference: The above table and distribution graph 1 shows the Shop C as having a majority of an excellent shop ambience

2. Were you promptly greeted by the official?

NO	Prompt greeting	No	YES
1	Shop A	10	10
2	Shop B	3	17
3	Shop C	3	17
4	Shop D	2	18

Table 2: Greeting

Inference: From the table above shop D had the highest respondents to greeting from the shop officials withing the shop.

3 Respondents response to rating of shops basing on officials’ professionalism and friendliness.

No	Professionalism and Friendliness	Need Improvement	Good	excellent
1	Shop A	8	10	2
2	Shop B	5	8	7
3	Shop C	2	10	8
4	Shop D	3	12	5

Inference : Shop C officials were rated to be excellent in their professionalism and friendliness towards customers.

4. Respondents were requested to rate criteria of speed on service delivery their observation from other customers served.

NO	Rating the overall service speed	Need Improvement	Good	excellent
1	Shop A	8	10	2
2	Shop B	9	5	6
3	Shop C	3	12	5
4	Shop D	0	15	5

Table 4: Speed on overall service delivery rating

Inference: Shop C got the highest rating on officials service delivery which was further enhanced from their (respondents) observation of other customers being served in the shop whilst shop A had the lowest rating.

5. Shop services rating on a scale of 1 to 10

NO	Rating shop services on a scale of 10 to 10	1	2	3	4	5	6	7	8	9	10
1	Shop A		1	1	1	8	4	1	2	2	0
2	Shop B	1	2	3	2	3	3	2	2	0	2
3	Shop C	0	1	1	2	2		5	3	5	1
4	Shop D	0	0	1	5	2	1	5	3	2	1
	Total	2	6	9	14	20	14	20	18	18	14

Inference: overall ratings on service delivery at the shops seemed to be between a scale of 5-9 with Shop B getting a rating of 10.

Conclusion

The researcher upon some inferences drawn came to the conclusion that most of the respondents did not have a good experience from the telecommunications retail shops. Their comments ranged from rude officials and bad attitudes to shouting at customers leading to noisy atmosphere. Poor service and product knowledge by officials in most of the shops led to frustration from customers whose information was misleading and wrong. Favoritism was observed as some officials seemed to favor those customers who seemed to have higher prestige and standings in the communities.

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