



CUSTOMER RELATIONSHIP MANAGEMENT, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN TELECOMMUNICATION COMPANIES IN UGANDA

ABSTRACT

The purpose of the study was to establish the relationship between customer relationship management, customer satisfaction and customer loyalty in telecommunication companies in Uganda. This was done through developing a conceptual framework, which relates customer relationship management (communication, trust and commitment), customer satisfaction (customer expectation, perception) and customer loyalty (repurchase, referrals and retention) in telecommunication companies in Uganda. A cross sectional survey design was used. Data was gathered using two self-administered questionnaires, one for telecom customers and the other for telecom marketing staff. Respondents were selected using stratified sampling. Using a sample of 230 respondents comprising of 172 telecom customers and 58 telecom marketing staff and data was analyzed using Scientific Package for Social Sciences (SPSS) version 17.

The study revealed that all the independent variables, customer relationship management (communication, commitment and trust), customer satisfaction (expectations and perception) each independently affect customer loyalty in telecommunication companies in Uganda. The major factors affecting customer loyalty were company communication, staff commitment, customer trust, customers' expectations and customers' perception. The report concludes that for the telecommunication company to be successful in building a loyal customer base, it requires consistent company communication to customers and employees by regularly providing and sharing information with them, high staff commitment to serve customers by always willing to help them, win their trust by providing services to their requirements, provide services that consistently meet their expectations and

positive perception for the telecom companies and their services and other service companies in Uganda.