



## **CUSTOMER CARE RETENTION PRACTICES AT CABLE CORPORATION LIMITED (ENGINEERING DIVISION) – LUGAZI**

### **ABSTRACT**

The purpose of the study was to examine customer care retention practices at Cable Corporation Limited – Engineering Division and recommend strategies that can improve them. A self administered questionnaire was issued to 46 respondents to collect their views. The collected data was analysed using SPSS (V19).

In general, the findings revealed that Customer Care Retention Practices were weak at Cable Corporation Limited – Engineering Division and as such needed to be strengthened / enhanced through improving its customer reception, taking care of customer needs and complaints effectively, running a better customer rewarding and appreciations scheme and constantly following up on customers.

Challenges faced while carrying out customer care retention practices identified by respondents during the study included; lack of support from the Senior Management, lack of set goals, lack of necessary skills by employees required for acquiring and deepening customer retention, lack of detailed customer base, limited resources and lack of necessary soft and hardwares to take care of customer needs. The strategies to overcome these challenges included measuring employee performance and rewarding of the sales and marketing team on meeting customer needs putting up a specific budget and resources in place for implementing customer retention strategies, regularly training employees on customer retention policy and procedure, establishing a better sales and marketing department to handle customer needs, putting up a customer service department to handle customer enquiries and complaints, designing company training programs to develop the skills of employees, putting up channels to enable on going two way communication with customers, putting customer retention as a priority item in strategic planning meetings, giving

of incentives to all employees who are committed to achieving customer retention and Senior Management committing to customer retention.