



## **CUSTOMER RELATIONSHIP MANAGEMENT AT TOYOTA UGANDA LIMITED (KAMPALA BRANCH)**

### **Abstract**

The study is about customer relationship practices, challenges and strategies. The study adopted a cross sectional design using quantitative methods. A sample of 159 was used including 12 Toyota Uganda employees and 147 Toyota Uganda customers obtained using random sampling. Primary data was obtained through self-administered questionnaires. The questionnaire was piloted (10%) for validity. Cronbach's Alpha was used for testing reliability where practices (0.838) strategies (0.827) revealed high levels of reliability. SPSS (Statistical Package for Social Scientists) was used for quantitative data analysis.

The study found out that customer relationship management was being catered for but with several gaps and some effort to put it right. Notably, the common CRM practices included delivering standard vehicles, parts and service, front office staff exercised good customer service and customers were handled in a friendly and respectful manner. Key challenges included poor time management; price related complaints, failure to meet deadlines for batch servicing, long queues, inadequate customer care, booking platform failures, delay of communication updates, inventory related challenges and break down in electronic payments. Strategies for improvement included loyalty gifts to customers, training customer facing staff in customer care, provision of escorts at tea and lunch for waiting customers, systems that capture all transactions, doing corporate social responsibility and use of social media.

The study concluded that being customer centric and equipping staff with appropriate skills and right motivation remains key. Providing customer relationship management involves both internal and external challenges, some are related to customers, others to the services and the way services are delivered. It is important to let customers know what offers are available and it's important for the company to know customers interest on time. The study recommends

delivering standard vehicles parts, empowering front office staff, best performing staff need to be accorded special recognition, improving the booking platform and its online presence, loyalty gifts to loyal customers, platforms where customers exchange their experiences with Toyota and staff training in customer service.

Further studies are needed on the role of technology in enhancing customer relationship management, factors determining the quality of customer relationship management in the service sector and emerging trends in international customer relationship management.