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**The role of relationship marketing in customer retention. A
case study of Chevron Zimbabwe.**

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**Final year project submitted to the Department
of Business Management, in partial fulfilment
of the requirements of the Bachelor of
Commerce Honours Degree in Marketing.**



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EXECUTIVE SUMMARY

Customer retention is a very important aspect in the survival and growth of any business especially in the service industry. This research is based on an investigation of the role that relationship marketing plays in customer retention. Chevron Zimbabwe Private Limited was used as the case study. The researcher sought to find out why Chevron was failing to retain clients and whether relationship marketing was a solution in the company's retention strategy.

The information provided by Chevron customers, employees and managers was analysed in order to arrive at a conclusion regarding the company's weaknesses which are contributing to the client drop-outs. The researcher found out that the relationship marketing concept was already applied at Chevron but inconsistency in service delivery coupled with non availability of product or long lead times led to a disruption in the building or cementing of value relationships with customers. The researcher then made recommendations for Chevron to pave the way for a successful relationship marketing culture through innovative information technology systems, customer segmentation, loyalty programmes and ultimate reliability in product availability and lead times. This will contribute to Chevron maintaining their market leader position in the industry.

Customer retention is not achieved accidentally. It is a series of planned activities that seek to promote loyalty through strengthening the relationship that exists between the customer and the service provider. As participants in the relationship, employees must be trained and motivated so that they are dedicated to delivering quality service that will increase customer loyalty. All these aspects were brought out by the researcher in an attempt to bring forward the role that relationship marketing plays in customer retention.