

SPECIAL COLLECTION
LIBRARY USE ONLY

National University of Science and Technology



Think in Other Terms

DEPARTMENT OF BUSINESS
MANAGEMENT

An analysis of the importance of Service Quality as a Customer
Retention Tool; A Case of Econet Wireless

Moreblessing Chiedza Dongonda:

N007 10295

City:

Bulawayo

Date of submission:

June 2011

LIBRARY NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY P.O. BOX 266 BULAWAYO ZIMBABWE		
DATE	ACCESSION	CLASS No
27/03/12	SC 11/258	

Submitted in partial fulfillment of the Bachelor of Commerce Honors
Degree in Marketing at the National University of Science and
Technology



NUST Library

ABSTRACT

Among my accomplishments as a marketing student, is the ability to carry out relevant research and present it in a meaningful way. After realizing a need and a gap to ascertain the connection between service quality and customer retention, the researcher went on a quest to establish the extent of this relationship. The telecoms giant, Econet Wireless seemed to be retaining as well as capturing more customers despite some complaints from customers. The thrust of this research is to ascertain whether service quality was becoming a cliché and being overrated, or was the firm simply a target of media attack.

The key issues addressed in this research include quality in general, service quality, customer satisfaction, customer loyalty and customer retention. Lots of literature was referred to as a means of building a case based on the already existing findings. However, more emphasis was placed on establishing the role of service quality in customer retention.

Communication was made with both employees and customers through the use of questionnaires. The data collected was critically analysed, presented and interpreted using various methods and techniques. From the findings in the research, it was concluded that service quality does play a role for most customers when choosing a network provider. It also became clear that in some instances, loyalty was not necessarily out of satisfaction but out of limited options. However, it was also clearly established that Econet Wireless is sincerely committed to the efficient delivery of service judging by their committed to training programs and constant upgrading of services. Based on these findings, a number of strategies have been recommended for the company to remain the market leader as well as capture more customers.

It should however be noted that, Econet's commitment to service quality is undoubtedly the major reason behind their position as the market leader. The rate of innovation and variety of value-added services cannot go unmentioned. This will surely ensure sustainability in a highly competitive environment and prepares them for global competition.