

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

AN ASSESSMENT OF THE EFFECTIVENESS OF TRAINING AND
DEVELOPMENT STRATEGIES THAT ENHANCE CUSTOMER SATISFACTION
AT THE BRITISH COUNCIL INFORMATION AND LEARNING CENTRE IN
HARARE, ZIMBABWE

BY

CHIPO KANYUMBU

(N004 851M)

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Abstract

Most libraries in this information age are striving to make their organisations more vibrant and efficient. Management is now tasked with a major role to ensure that resources are used in the most efficient and effective way. They are now formulating strategies that will enhance competitive advantage and also help in achieving customer satisfaction. Training and Development is one of them and it has a major impact on the way libraries attain customer satisfaction, if the programmes are not properly planned for, implemented and monitored, the positive effects which will be anticipated will not be achieved.

With the use of the case study research design this research assessed the effectiveness of the training and development strategies at the British Council Information and Learning Centre in Harare. Structured questionnaires, interviews and observations by the researcher were the research instruments used in the gathering of data at the British Council Information and Learning Centre. 30 self administered questionnaires were distributed to the centre's members and four interviews were held with the staff at the centre.

Statistical tables and pictograms were used to present the findings to readers and these provided the relevant information pertaining to; why the training programme at the centre was not imparting its targeted objectives of enhancing customer satisfaction.

The researcher finds out that training and development was not effective due to little participation by junior staff in the planning for training and development; lack of post training evaluation to assess whether the programme was successful or not and also due to lack of a training needs assessment to identify the areas in which junior staff needs more training on. The necessary recommendations and suggestions were given to address these and other findings from the research.