

AN INVESTIGATION INTO CUSTOMER SATISFACTION OF COMPANY X, SOUTH AFRICA

Peter Chifake Sipho Phiri
Department of Business Studies
Management College of
Southern Africa (MANCOSA)
SOUTH AFRICA

Mr P. Mupambwa
Department of Business Studies,
Management College of Southern
Africa (MANCOSA)
SOUTH AFRICA

ABSTRACT

This study focused on an investigation into the level of customer satisfaction of a property and construction development corporation in South Africa. The firm has recently established offices in London as part of its expansion strategy into new markets. Customer perceptions on the firm were determined to further improve the firm's competitive landscape and its management of customer relations. In approaching the study, a qualitative research approach was employed, in which ten research participants were selected in a subjective and purposive non-random sampling technique. Employees and current clients were identified as research elements in which gathered data revealed that clients generally have positive perceptions towards the firm's services and business environment management. Clients also acknowledged the firm's positive reputation and provided a good rating towards its exclusive drive in ensuring a positive return on investments (ROI). However, the study also found that the firm's website requires to be improved to ensure that its physical outlook is reflected online. The online website of the firm was found to be more informative but non-responsive to clients' expected functions in order to help influence decision-making on engaging the firm for business. The study recommended that staff members may require periodic training, and motivation to ensure the maintenance of good staff morale which directly correlates with how they, in turn, treat their clients. Also recommended was the need to ensure that data metrics of customer perceptions, particularly from feedback data, must be continually analysed to ensure that customer fulfilment is incessantly maintained and improved.

Keywords: Customer satisfaction, customer relations, staff morale.