

Customer Satisfaction In The Kenyan Banking Industry

Key Principles of Public Sector Reforms contains case studies from Cameroon, Ghana, Grenada, India, Kenya, Rwanda, St Vincent and the Grenadines, Saint Lucia, Seychelles, South Africa, Tanzania and Trinidad and Tobago on the policy reforms, strategies and methodologies that support national priorities and greater policy coherence for sustained development and growth.

“Completely satisfying, as well-paced and exhilarating as a good run.”—The Boston Globe Whether running is your recreation or your religion, Adharanand Finn’s incredible journey to the elite training camps of Kenya will captivate and inspire you, as he ventures to uncover the secrets of the fastest people on earth. Finn’s mesmerizing quest combines a fresh look at barefoot running, practical advice on the sport, and the fulfillment of a lifelong dream: to run with his heroes. Uprooting his family of five, Finn traveled to a small, chaotic town in the Rift Valley province of Kenya—a mecca for long-distance runners, thanks to its high altitude, endless paths, and some of the top training schools in the world. There Finn would run side by side with Olympic champions, young hopefuls, and barefoot schoolchildren, and meet a cast of unforgettable characters. Amid the daily challenges of training and of raising a family abroad, Finn would learn invaluable lessons about running—and about life. With a new Afterword by the author. “Not everyone gets to heaven in their lifetime. Adharanand Finn tried to run there, and succeeded. Running with the Kenyans is a great read.”—Bernd Heinrich, author of Why We Run “Part scientific study, travel memoir, and tale of self-discovery, Finn’s journey makes for a smart and entertaining read.”—Publishers Weekly “A hymn to the spirit, to the heartbreaking beauty of tenacity, to the joy of movement.”—The Plain Dealer A modern telecommunications network is an essential infrastructure for the world’s developing nations. The emergence of new technologies, the entrance of supra-national carriers, and deregulation in the telecommunications sector have resulted in the globalization of telecommunications and the opening of markets on every continent. Collecting the work of 19 expert contributors, this book provides a comprehensive examination of what African countries are doing to build their telecommunications capabilities. Africa has historically lagged behind other regions in developing its telecommunications infrastructure, and the penetration rate for basic service is still relatively low. But as some African nations undergo restructuring, they have begun to open their networks to foreign investors and regional cooperative ventures to expand basic and advanced telecommunications services. The contributors discuss the uneven pace of economic, regulatory, and social change among African nations as state telecommunications monopolies maintain their hold in some countries and give way to privatization in others. Analyzing the political and economic changes of the 1990s, the contributors provide clues about how Africa can shake off decades of inertia and prepare to take part in the global information economy. Edited by an internationally recognized authority on telecommunications, this volume is the latest in a series that surveys telecommunications in the major regions of the world. Thorough and accessible, it is a valuable resource for students and scholars in the areas of communications, economics, regulatory law, telecommunications engineering, and African studies, as well as telecommunications professionals and policy makers.

Leadership and Organizational Outcomes

Journal of the Institution of Engineers of Kenya

Global Perspectives on Trust and Power

Advances in Business and Management

A Social History of Hunting in Colonial Kenya

A Case Study

How to Improve Your Organization’s Performance Through Effective Benchmarking

Offering an overview of ecotourism certification, and laying out strategies for establishing certification programmes, this book offers information on the tourism industry, explores concepts of certification and highlights case studies of such schemes.

The path towards democracy in Kenya has been long and often tortuous. Though it has been trumpeted as a goal for decades, democratic government has never been fully realised, largely as a result of the authoritarian excesses of the Kenyatta, Moi and Kibaki regimes. This uniquely comprehensive study of Kenya’s political trajectory shows how the struggle for democracy has been waged in civil society, through opposition parties, and amongst traditionally marginalised groups like women and the young. It also considers the remaining impediments to democratisation, in the form of a powerful police force and damaging structural adjustment policies. Thus, the authors argue, democratisation in Kenya is a laborious and non-linear process. Kenyans’ recent electoral successes, the book concludes, have empowered them and reinvigorated the prospects for democracy, heralding a more autonomous and peaceful twenty-first century.

“This is a well crafted, timely book that comes at a time when so much is happening in higher education contexts across the world. Clearly, it is in response to these global (and selectively local) trends that Kariwo, Gounko and Nungu bring together an impressive lineup of both established and emerging scholars who achieve a comprehensive and critically constructed perspective on tertiary education systems. Collectively, the chapters in this work shall expand the epistemic boundaries of the area and its affiliated disciplines, and the book as a whole will greatly benefit interested scholars, students, education policy makers and the public at large.” - Ali A. Abdi, Professor, University of Alberta

Setting Standards in Practice

Winning the Service Game

A Study of the Kenya Association of Manufacturers

Exporting Services

Meta-Analysis of Empirical Studies

An Integrated Approach Toward the Spatial Modeling of Perceived Customer Value

Emerging Issues in Finance

This paper summarizes the main findings of a case study of capital formation and investment in a small sample of large coffee and dairy cooperatives in Kenya and provides some practical recommendations for improving capital formation in these two co-operative sectors.

Presents answers to the following questions: how do tourists go about seeking high novelty and yet return to the same destination? How do some firms in the same industry end up embracing industrial tourism while other firms reject such business models? How do executive leadership styles affect employee satisfaction in international tourist hotels?

Sunday Times Sports Book of the Year Shortlisted for the William Hill Sports Book of the Year Award Winner - Best New Writer at the British Sports Book Awards After years of watching Kenyan athletes win the world’s biggest races, from the Olympics to big city marathons, Runner’s World contributor Adharanand Finn set out to discover just what it was that made them so fast - and to see if he could keep up. Packing up his family (and his running shoes), he moved from Devon to the small town of Iten, in Kenya, home to hundreds of the country’s best athletes. Once there he laced up his shoes and ventured out onto the dirt tracks, running side by side with Olympic champions, young hopefuls and barefoot schoolchildren. He ate their food, slept in their training camps, interviewed their coaches, and his children went to their schools. And at the end of it all, there was his dream, to join the best of the Kenyan athletes in his first marathon, an epic race through lion country across the Kenyan plains.

A Comparative Analysis of Higher Education Systems

Leveraging the informal dairy sector for health and wealth: An impact narrative from Kenya and Assam

Key Principles of Public Sector Reforms

VALUEMAP

Commonwealth Case Studies

The Influence of Relationship Marketing by Telecommunication Vendors on Kenyan Service Providers’ Customer Loyalty

The Deployment of Prepaid Electricity Meters in Sub-Saharan Africa

Publisher description

This study focused on the assessment of customer centric strategy on the performance of commercial banks in Kenya. It was driven to determine the impact of customer centric strategy on acquisition and retention of customers in commercial banks; the impact of customer centric strategy on the profitability of commercial banks; and the challenges facing customer centric strategies in commercial banks and a way forward for improving these strategies. The research design that was used for this study was descriptive research design. The descriptive technique aided in creating priorities definite to areas under research. The target population for this study was all commercial banks in Nairobi - Kenya. This population included all banks that operate in Nairobi. The total number of the population was 43 banks in Nairobi. The sample size was determined using a census which covered all banks. The researcher selected three respondents from each bank to bring the sample size to 129 respondents. Primary data for the study was collected using a structured questionnaire that was developed by the researcher on the basis of research objectives. The questionnaires were estimated to take forty five minutes to complete. A letter of introduction was attached to the questionnaire explaining the purpose of the study. The researcher sought for an approval to conduct the study within the organization before the questionnaires were administered. Data was analyzed using descriptive statistics. Data was run through the Statistical Package for Social Science (SPSS) for a thorough statistical analysis. Analyzed data was presented using tables and pie charts in order to give a clear picture of the research findings. Percentages, means and standard deviations were used to discuss the data meaning and correctional analysis was done based on the feedback from the respondents in order to ensure objectivity and efficiency of the process. The study has determined that customer centric strategy creates trust between the organizations and customers and this trust built in customers? leads to continued patronage between them and the organizations. It has also been determined that customer centric strategy used in financial institutions ensures that customers are satisfied. From the study, it can be concluded that building trust in customers is the main drive that enables the organizations to retain them and this evokes positive feelings from customers leading to their long-term commitment with the organizations. The study determined that customer centric strategy enables banks to develop better relationships with existing clients as well as acquire new customers. The study concludes that customer centric strategy enables organizations to serving the customer?s needs and hence increase customer satisfaction and thus strengthen the organization in terms of growth and profitability. The study has determined that customer centric strategy creates boundary conditions for banks to serve their niche markets profitably since the customer centric strategy offers a clear-cut attitudinal segmentation which is formed on the basis of identifying attractive segments and it gives a detailed knowledge about the market segments which allow the banks to determine segment profitability. The study has determined that the current banks do not face challenges of linking all accounts associated with customers and neither do they have a difficulty in achieving an integrated view of accounts due to the different operating platforms and systems. The challenge of capturing secondary or co-signer accounts is not a daunting task and neither is identifying parent/child accounts across affiliated businesses and handling probable customer matches. The study concludes that Kenyan banks have enough agents who have the appropriate level of knowledge of all products and that customer centric strategy in the Kenyan banks offers customer-level treatment and not account-level treatment. This study recommends the adoption of competitive intelligence practices in the banks. The main four competitive intelligence practices that should be considered for greater profitability are market intelligence, product intelligence, technology intelligence and strategic alliance intelligence. In applying competitive intelligence the banks and the rest of the banking sector will stand to be more profitable and competitive in the international market.

Through country case studies as well as econometric analysis, this book attempts to identify the factors that have helped developing countries succeed in exporting services. It examines strategies that have been successful as well as those that have not delivered expected results..

Vision 2030

An Assessment of Customer Centric Strategy on the Performance of Commercial Banks in Kenya [MBA Thesis a Ccompanied by a CD-ROM]

Riding the Fourth Industrial Wave

Factors Influencing the Growth of Islamic Banks in Kenya [MBA Thesis a Ccompanied by a CD-ROM]

Research and Best Practices

Ecotourism & Certification

Customer Service Delivery taps into business, marketing, and psychological research and practices to provide a wealth of knowledge about customer service. With contributions from some of the best-known industrial and organizational psychology experts in customer service, this book brings together in one comprehensive resource a review of the best practices in customer service delivery. Customer Service Delivery also provides a framework for customer service as a process and an outcome. The authors address a wide range of topics that are crucial to today’s competitive business environment: customer expectations, loyalty satisfaction, product versus service delivery, measurement, brand equity, regional and cultural differences, and organizational impact. Customer Service Delivery explores human resource staffing practices and service delivery by including proven selection strategies for hiring top quality service workers, an analysis of the personality correlates of service performance, and a comprehensive review of assessment instruments that predict customer service performance. In addition, this important resource contains strategies and tactics to improve and manage service delivery and offers illustrative case examples of how organizations have successfully improved and managed customer service.

The second edition of Rigas Doganis’ book brings the airline industry story up to date, exploring airline mergers and alliances, price wars, the impact of disasters and the future prospects for the industry as a whole.

The global expansion of business has generated a tremendous interest among scholars, but there remains a strong need for theoretical insights into conducting marketing operations abroad. This thoroughly revised edition addresses this lack in the extant literature. The book consists of insights from leading scholars in international marketing, working not only to advance the theoretical underpinnings of today’s most important international marketing issues, but also to provide insights for how the field of scholarship and practice of international marketing might develop in the future. The authors, top scholars from around the world, provide useful theoretical insights designed to stimulate contemplation and discussion, and to provide guidelines for future research on international marketing. The volume includes coverage of topics in four main areas: Part I looks at global branding while Part II examines issues of marketing strategy on a world stage. Part III offers chapters on cultural issues and the book closes with a more detailed look at marketing at the bottom of the pyramid in Part IV. Scholars and students in marketing and international business will find much of value in this comprehensive volume.

A Developing Country Perspective

Advances in Culture, Tourism and Hospitality Research

Customer Service Essentials

Kenya Engineer

Fiscal Monitor, April 2018

Review of Marketing 1990

Discovering the secrets of the fastest people on earth

This text argues that companies get the results they’re striving for not by dictating vague, lofty goals but by setting specific, measurable objectives. The book then sets out to try and explain how to do it, from identifying effective measures to choosing measurement instruments, to applying measurement systems to a company’s day-to-day operations. It also features practical guidelines, charts and diagrams, analysis and measuring tools, and examples and case studies. This book provides a novel and holistic perspective on the deployment of prepaid electricity meter technology among energy impoverished (vulnerable) households based in developing or under-developed communities of Sub-Saharan Africa. It explores and reviews the nexus between the technology and socio-economic development, technology acceptance and rejection in low-income households, and ultimately proposes a contextual model to avert or assuage energy poverty in the region using the technology. Science is applied as a convenient, valid, and reliable model to generate bespoke, contextual, and relevant knowledge for policy makers on the development of prepaid meter market in the region. The knowledge shared contributes to extant discourse and debates around the effectiveness of the technology within indigent household settings. The book is intended for energy/electricity utilities, prepaid electricity businesses, policy developers, and other interested parties whose work is related to prepaid electricity meters.

This book addresses the application of sustainable HRM principles within tourism in the specific context of Africa, a neglected area of study. It draws on diverse aspects of HRM, from the micro- (individual) through the meso-level (organisational) to the macro-level (policy, governmental). It also reflects the diverse challenges facing a critical area within emerging African tourism, that of its workforce. The book is substantially research-based and provides a state-of-the-art picture of emergent studies in this area, drawing on case examples from a wide-range of African contexts. As such, it provides a comprehensive resource and starts discussion in an emergent research area.

Kenya National Assembly Official Record (Hansard)

The Report: Kenya 2017

Capital Formation in Kenyan Farmer-owned Cooperatives

Customer Service Delivery

African Perspectives

The Struggle for Democracy

Capitalizing on Good Times

Increasingly, marketing is moving from a focus on individual transactions and towards a focus on building value-laden relationships and partnerships with the customer. The goal is to deliver long-term value and relationship with existing customers and the measure of success is customer loyalty. There are many different relationship marketing tactics implemented for retaining customers. However, some of those tactics do not affect customer loyalty effectively and switching behaviors frequently occur among most of targeted customers. Therefore, this study is aimed to investigate the influence of relationship marketing tactics on relationship quality, which in turn influences customer loyalty, by focusing on Kenyan Telecommunication vendor sector. A conceptual framework is developed as a guideline to test the relationships between relationship marketing tactics (service quality, price perception, personalization and value offers), relationship quality constructs (customer satisfaction, customer trust and customer commitment) and finally on customer loyalty.

Edited Conference Proceedings Volume I

As the largest economy in the EAC and COMESA in terms of GDP, Kenya has positioned itself as a major economic power in sub-Saharan Africa. Traditionally a largely agrarian economy, Kenya has quickly entrenched its position as a manufacturing, logistics and technology hub in the region, and this diversification forms a solid platform from which the government can generate economic growth over the coming years. The resolution of the electoral process, improving business confidence and strong private consumption are likely to support GDP expansion over 2018 and into 2019. In April 2018 the IMF estimated the economy would expand by 5.5% in 2018 and 6% in 2019, compared to 4.8% in 2017.

Passion, Adventure, and the Secrets of the Fastest People on Earth

The Airline Business

Alphabetical & Classified. Official Nairobi edition

Kenya Telephone Directory

Telecommunications in Africa

Handbook of Research in International Marketing

Kenya Farmer

At the time this study was being conducted, Kenya had two fully fledged Islamic banks namely the First Community Bank and Gulf African Bank (GAB). The purpose of this study was to determine the factors influencing growth of Islamic banks. The study?s research questions were: What are the factors influencing growth of Islamic banks in Kenya?, What are the strategies adopted by Islamic banks to penetrate into the Kenyan market?, What are the challenges faced by Islamic banks in Kenya? To achieve the above, the research was conducted in the form of a descriptive study. This design was adopted as the suitable research design because it identifies patterns or trends in a situation. The target population were existing customers of GAB.A simple random sampling technique was used to identify the 100 sample size elements. Questionnaires were used to collect the primary data from.The questionnaire was given to 100 customers drawn from the bank?s Westlands branch in Nairobi. The collected data was first coded statistically and then analyzed using the Statistical Package for Social Scientists (SPSS). SPSS and Microsoft Excel enabled the researcher to compute descriptive statistics such as percentages, frequencies, and ranges. Finally, the presentation of the results was done by use of graphs, charts, tables, cross-tabulations and pie charts for clarity and ease of understanding of the findings. The results of the research were mostly in line with previous studies and existing literature on the topic of Islamic banking. The first section of the questionnaire addressed the factors contributing to the growth of Islamic banking. According to the study, religious considerations represented one of the main reasons the respondents offered for opening an account with an Islamic bank. Muslims constitute the majority of the bank?s customers with non-Muslims appearing to be underrepresented. The majority of the respondents were self-employed which is in line with contemporary thinking within the Islamic banking sector. Better product portfolio was another reason offered by the respondents for opening an account with GAB. More than 50% of the respondents rated the services they receive from the bank as

excellent reflecting high levels of customer satisfaction among the bank's customers. The findings of the study in relation to the strategies used by Islamic banks showed that in addition to product innovation, the main strategies used by GAB to penetrate the Kenyan market are advocacy and civic education. Civic education which includes raising awareness on Islamic banking and advocacy including increasing political and financial commitment and sensitisation of policy makers at all levels including the Kenyan government. The study found that the main challenges faced by Islamic banks in Kenya include stiff competition in what is a very competitive sector. A significant number of the respondents held parallel accounts with other banks. Some respondents felt that GAB staffs were not fully conversant with the concept of Islamic banking and that there was a shortage of professionals in the Islamic banking sector. The study concluded that Islamic banks have made a remarkably successful entrance into the Kenyan financial market. People from different religions appreciate this form of banking that is free from the uncertainty of interest rate fluctuations, that is transparent, and offers caring partnership. The study also concluded that because a large majority of GAB customers were Muslims, this may prove that Islamic banking is still largely attracting customers on religion basis instead of its own features and simultaneously, it is being offered majorly to Muslims only. The study highlighted concerns about the familiarity of bank staff with the concept of Islamic banking. In addition to the training of personal qualified in Islamic finance, Sharia compliant banks will need to conduct promotion and marketing activities. The study recommended the implementation by Islamic banks in Kenya of clear growth strategy, the establishment of a National Sharia Board and positive publicity for Islamic banks through corporate responsibility activities. For a future research activity, the study recommends the investigation of the quality of services available in fully fledged Islamic banks and in banks that only offer Islamic banking windows.

Customer Service Essentials is a must-read and a definitive source of information on effective management of customer service in Africa and beyond. Leveraging on unique concepts and practices developed in the field of customer service management, this book uses case studies and vignettes to reinforce learnings, drawing parallels to real life experiences. The book is a valuable resource for individuals and organizations, in the quest to achieve excellent customer service, increased productivity and enhanced employee satisfaction. It explores the practical challenges of customer service in Africa, examines critical success factors and provides guidelines for effective customer engagement in this evolving highly networked digital era. Policy makers, directors, managers and students will gain valuable and actionable insights on service management as they navigate the chapters. Praise for Customer Service Essentials: Lessons for Africa and Beyond "This book captures service excellence by detailing out in a most explicit manner essential services dynamics of Responsiveness, Accessibility, Tangibles, Empathy and Reliability. I highly recommend it!" Esi Elliot Assistant Professor, Marketing Suffolk University, Boston, MA "I am very impressed with this book and excited to see the topics being discussed in the Chapters are geared toward quality customer service in Africa. All the chapters are superbly written, relevant to the African context and above all, the authors cover incredibly interesting topics and support them with pertinent cases. Bringing together such fine minds in the field, this book is useful and a must for anyone serious about customer service, service branding and the need to respect the customer." Charles Blankson Professor of Marketing College of Business University of North Texas "Hinson and colleagues have skillfully put together a useful collection of new perspectives on modern customer service essentials with an African and global perspective. This is a highly recommended text for students and practitioners." Ellis L.C. Osabutey Reader Roehampton University Business School United Kingdom

Service Quality and Customer Satisfaction At Kenyan AirportsEmerging Issues in FinanceDr Saif Siddiqui

Sustainable Human Resource Management in Tourism

The Influence of Relationship Marketing on Customer Loyalty

Kenya

Country Programme Document for Kenya, 2014-2018

Managing by Measuring

Running with the Kenyans

Lessons for Africa and Beyond

This book focuses on the effect of leadership on organizational outcomes and summarizes the current research findings in the field. It addresses the need for inclusive and interpretive studies in the field in order to interpret leadership literature and suggest new pathways for further studies.

Appropriately, a meta-analysis approach is used by the contributors to show the big picture to the researchers by analyzing and combining the findings from different independent studies. In particular, the editors compile various studies examining the relationship between the leadership and thirteen organizational outcomes separately. The philosophy behind this book is to direct future research and practices rather than addressing the limits of current studies.

Tells how to focus on customer needs and expectations, offers advice on managing personal contact with customers, and shows how to create a service culture

This report discusses fiscal trends in policies aimed at reducing fiscal vulnerabilities and boosting medium-term growth, recent fiscal developments and the fiscal outlook in advanced economies, emerging markets, and low-income developing countries; recent trends in government debt and analysis of changes in fiscal balances, revenue, and spending; potential fiscal risks; and growth from the fiscal policies. It also describes how digitalization can help governments improve implementation of current policy and widen the range of policy options, and opportunities and risks for

fiscal policy, including improvements in policy implementation, the design of future policy, and how digitalization can create opportunities for fraud and increase government vulnerabilities.

Issues, Challenges and Dilemmas

Game Or Cattle for Meat Production on Kenya Rangelands?

Service Quality and Customer Satisfaction At Kenyan Airports

Black Poachers, White Hunters

Accountability in Higher Education

Trade Facilitation in Kenya

Business administration is management of a business. It includes all aspects of overseeing and supervising business operations and related fields which include accounting, finance and marketing, banking, etc.

The latest volume in the Routledge International Studies in Higher Education series, Accountability in Higher Education takes an in-depth look at accountability initiatives around the world. Various evaluations, reporting schemes, and indicator systems have been initiated both to inform the public about higher education performance and to help transform universities and colleges and improve their functioning. This edited collection provides a comparative analysis of the promises, perils and paradoxes of accountability, and the potential effect on power structures and higher education autonomy, trust and the legitimacy of the sector. Part I describes how accountability is perceived and understood in different regions of the world, identifies some of the most common elements in established accountability initiatives, especially related to quality assurance, and provides direction for possible future development. Part II focuses on responses to new demands for accountability at institutional, national and international levels, and provides practical guidance for handling accountability going forward, emphasizing the dynamic relationship between international development, government strategies and organizational change. This volume is a must-have resource for HE managers, administrators, policy makers, researchers, HE graduate students and those interested or involved with HE accountability practices.

The official records of the proceedings of the Legislative Council of the Colony and Protectorate of Kenya, the House of Representatives of the Government of Kenya and the National Assembly of the Republic of Kenya.