



MAKERERE UNIVERSITY

EMPLOYEE KNOWLEDGE ON CUSTOMER CARE SERVICE

A CASE OF PRIDE MICROFINANCE LTD (MDI)

BY

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ABSTRACT

This research report looks at establishing whether employee knowledge has a bearing on the customer care service that is portrayed by at Pride Microfinance Ltd (MDI) and this was depicted by the knowledge of the service quality dimensions that are considered to influence service quality.

The study used a cross-sectional survey design in which respondents accessed to find out whether they had knowledge about customer care service at that particular time. The respondents were purposively chosen so as to have those who interface with clients respond to the questions that were posed.

The results of the study indicated that staff seemed to know about the customer care service and what it entails. In this respect, the respondents agreed knowing all the dimensions of service quality and their relevance to Pride as an institution.

Also in the report, measures such as use of better equipment, staff training in customer care services, staff motivation through salary increment and other avenues were among the recommendations suggested that should be implemented if customer care service is to be improved at Pride. This was echoed by majority of the respondents.