

**COMPUTERIZED BANK SERVICES AND CUSTOMER SATISFACTION
A CASE STUDY OF BANQUE POPULAIRE KIMIRONKO**

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ABSTRACT

One mission assigned to impact of introduction of computerized accounting on customer service delivery is to see if accounting system is profitable to both customers and employees. The purpose of this study is to assess how introduction of computerized accounting can improve the level of service customer received. The study takes a case study of BPR KIMIRONKO for the period between 2008 and 2012. The objectives of the study involved: To diagnose introduction of computerized accounting on customer service delivery by bank to find out how introduction of computerized accounting satisfies customer service delivery; to identify the constraints of computerized accounting on customer service delivery analyze the effectiveness of computerized accounting on customer service delivery and to recommend the best use of computerized accounting in order to improve service delivery to its customer. Literature was reviewed to enable the researcher to explicitly understand what other authors have written about computerized accounting and customer service delivery; and to understand the theoretical links between computerization and customer service delivery. As methodology, on the perspective of objectives, the researcher has chosen to go through analytical, historical, statistical and comparative research by using survey as method of accessing the data. The researcher used simple random sampling in order to get the sample representing all population. Secondary and primary data was collected to achieve the stated objectives. Questionnaire was the technique to be used to obtain primary data, while secondary data was obtained through existing literature about the study. To achieve the desired objectives of the study, 110 persons received each a questionnaire that they respond. Quantitative elements like graphs, tables and charts were used to give more meaning to data analysis and interpretation. From the research findings, it should be clear that, computerization does not bring things to perfection but it systematically detects and corrects significant deviation from planned events (by evaluating performance of various functional unit within the institution especially in terms of operating efficiently, helped to achieve optimum good result and making financial decisions) Based on the findings and review of this study, it was concluded that, computerized bank presented effects in both employee and customers; this is evidence from findings where by respondents revealed the contribution made by the system and the improvement made after introduction of computerization. They said that a lot of things have been improved by the system than were before. The research recommendations and suggestions helped the management of BANQUE POPULAIRE-KIMIRONKO to improve the quality of service to their client in order to satisfy them.