

**IMPACT OF CUSTOMER SATISFACTION ON ORGANIZATIONAL
PERFORMANCE
(A CASE STUDY OF ACCESS KENYA)**

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ABSTRACT

Customer Satisfaction research identifies how well an organization is performing from the customer's viewpoint. It allows any organization to understand how their customers are with the level of service they are providing at any point in time, and to track how satisfaction levels change over time. The main objective of the study was to assess the Impact of customer satisfaction on organizational performance. The study used primary data obtained through the questionnaires provided to employees and management of Access Kenya at their Headquarters in Nairobi. The study was significant in that it would add into existing knowledge relating to customer satisfaction as well as enhance the productivity of such organizations. The study adopted a descriptive research design. The study was conducted in Access Kenya head Quarters on Nairobi and the population for this study was 60 consisting of employees of Access Kenya. A sample of 21 respondents was used for the study in which random sampling design was applied for the study. Data was collected using questionnaires and analyzed by use of excel and presented using graphs and charts. The key findings of the study include that customer service is a key determinant of customer satisfaction in which it involves consistence, prompt feedbacks, professionalism, timeliness and accessibility of the organizations services. In order to enhance customer satisfaction, the researcher recommends continuous customer feedback and market research to ensure the change of customer need is noted in time and products tailored towards meeting the new changes in time.