



CUSTOMER CARE CHALLENGES IN EQUITY BANK LIMITED-UGANDA (EBLU)

ABSTRACT

This study was based on customer care challenges in equity Bank Limited-Uganda and was based on three objectives which were; to examine the nature of customer care in Equity Bank, to analyze customer care challenges in Equity Bank and to find out the strategies that can be used to improve the level of customer care in Equity Bank.

The study adopted cross sectional research design where the entire study population was considered in order to help answer research questions of interest. The population study of 180 respondents was considered which gave the sample size of 123 respondents. The study research was addressed on 100 respondents (42 males and 58 females). The questionnaires were distributed to Equity Bank Limited-Uganda employees who provided various opinions on the issue of customer care challenges.

The study found out that there are high levels of customer care in the Equity Bank Uganda Limited and many challenges that affect the customer care department in the bank. This has been evidenced in the major findings where most of the respondents were agreeing with the issues that were raised. Therefore, it is important that the management of the banks use the findings of this study in understanding the customer care improvement strategies and how they can effectively use the strategies to improve

customer service and satisfy their customers. The bank should also come up with many strategies that can easily lead to the improvement of customer care through encouraging high levels of customer satisfaction as well as customer retention.