EXAMINING CUSTOMER RETENTION IN NSAMBYA HOSPITAL IN UGANDA

Abstract

The study was entitled examining customer retention in Nsambya Hospital in Uganda. The purpose of the study was to examine customer retention in Nsambya Hospital. The study adopted a cross sectional design using a quantitative approach. The population was 67,768 customers and 597 staff and a sample of 382 respondents. Self-administered questionnaires were used to collect data from the respondents. Cronbach Alpha revealed that reliability for Customer retention practices was .818, customer retention challenges had .830 and Strategies to improve customer retention a score of .771. The quantitative data was analyzed using SPSS Version 20.

Key finding revealed Customer retention practices at Nsambya hospital to include pricing for retention, loyalty programs, service quality for retention, customer relationship management. Key Challenges of retention at Nsambya Hospital included Service Failure, Failure of Medical Care, Failure of Support Services, Poor CRM and long response times, Service inconsistence and Low employee motivation. Strategies to improve customer retention included; complaints handling, service quality, more funding, customer involvement, short-term losses for long-term gains, customer feedback and solicit complaints regularly, customer information on loyalty and employee motivation. Additionally, improving dimensions of quality like reliability, dependability was noted to potentially boost customer retention.

The study recommends that Nsambya Hospital should put more emphasis on the quality of interactions between health service providers and customers, strengthening clients' data base and use it to monitor patients and be able to improve the quality of the services delivered.