

Customer care and sales performance in the commercial banks in Mbale Municipality

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ABSTRACT:

The major purpose of the study was to establish the influences of customer care on sales in the commercial banking sector in Mbale municipality. This study was conceived after realizing that while some banks had increased their sales performance, others had instead declined in their sales performance. In spite of that, a number of banks operating in Mbale rose from about three in 2000 to seven in 2005. The decline in sales performance could not be explained by increased competition, since a few banks had increased their sales performance. The study covered three banks in Mbale Municipality in operation from 2001 to 2005. 400 (four hundred) customers and 50 (fifty) bank contract staff formed the study population. An analytical cross section survey was used.

The findings based on occurrences (0) and percentages (%) on customer care and sales performance. The findings showed that customer care has a significant influence on sales performance. The study also indicates that there are other marketing capabilities (promotion, advertising customer data base) that contribute positively to sales performance. The findings show that these banks have challenges of introducing new points of sales services say more ATM (Automated Teller machine) at strategic points in the municipality, and then also reduce on the rates/penalties for minimum deposits on various accounts.