

Assessment of employees' contributions, roles and quality service delivery in the telecommunications industry a case study of Tigo Tanzania

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Telecommunication industry is viewed as one of the fast growing industries in such developing countries as Tanzania. Currently there are several key players in the Tanzanian Telecommunication industry, Tigo being one of the main. Stiff competition is observed from existing players and new players approaching the market. Hence quality service delivering by employees becomes the key competitive advantage for players in this market.

The aim of this study was to assess employee's contributions and roles towards quality service delivering in telecommunication industry in Tanzania. In order to attain the aims and intention of this study; a total number of 200 respondents were involved through convenient sampling method with directive from quantitative method of data collection. Quantitative data were collected by using a questionnaire and analyzed by the use of descriptive statistics using the Statistical Package for Social Sciences (Version 20) and presented through percentages and frequencies.

However, findings of this study revealed that employee's reliability, responsiveness, tangibility, assurance and empathy have direct contributions towards quality service delivering. It further guides policy makers on how to improve rules and regulations which will not only protect the employees but also enhance their capacity to deliver quality service. The study recommends trainings to employees, having in place proper systems which will facilitate service delivery and proper controls to ensure customer complaints are being properly managed.