

**Assessment of digital marketing tools and expressed customers' complaints in Tanzania: A
Case of MIC (TIGO) Tanzania Limited
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The study focused on assessment of digital marketing tools and expressed customers' complaints in Tanzania by TIGO Tanzania Limited. The main issue was to measure effectiveness of usage of digital marketing tools in handling customer complaints by the company in Tanzania. It was guided by three research objectives to measure the company's effectiveness towards customers' complaints handling. Then, positivist approach was used for the study and a case study strategy was employed. Respondents for the study included customers, staffs and management. Data were gathered through questionnaire and interview methods, whereas questionnaires were given to the staffs and customers. Interviews were conducted to the management. Results from the study were positive in a way that findings from within staffs and management were similar with customers. They all viewed and acknowledged high level of effectiveness in usage of digital marketing tools especially social media and mobile marketing in expressing customers' complaints. The results have implication to TIGO as an organization and the customers as the general public because as for the organization; strategies were well designed and planned such that they produced positive outcomes for the benefit of the organization. Customers, on the other hand as the general public, the implication is that efforts set and designed by the organization were positively received and accepted in a manner perceived by the organization. In due regard, TIGO Tanzania Limited efforts in expressing customers' complaints by means of digital marketing tools proved to be a success as a strategy for the company as far as marketing is concerned. It directly produced positive outcomes and was well appreciated as well as accepted by customers for short-term and long-term bases. However, it is high time for the company to keep on improving other tools apart from social media and mobile marketing, which are frequently used, at the expense of the others. The intended outcomes by the company by other tools apart from social media and mobile marketing must also be worked upon and being reached.