**Sampling Plan**

**Satisfaction levels for Safaricom enterprise customers**

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# 1. Introduction

As is the case with most other service providers, customer satisfaction is of paramount importance to Safaricom PLC. Customer satisfaction is a measure of how products and services offered by a service provider meet or surpass customer expectations. Farris, Paul W.; Neil T. Bendle; Phillip E. Pfeifer; David J. Reibstein (2010) define customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.". Customer satisfaction information can be collected through online surveys, SMS blasts, telephone follow-up, emails, among other ways. Marketing and retention teams use satisfaction information to retain customers, cross-sell and upsell, improve value, and offer undifferentiated customer experience.

# 2. Sampling Strategy

## Objectives and Reliability Requirements

The objective is to assess customer satisfaction levels by establishing whether there are differences between the actual value that enterprise customers get from purchasing Safaricom products and services, and their expectations prior to purchasing. The study will be carried out in the month of August 2022 through September 2022.

## Target Population

The study will focus on Safaricom enterprise business customers. These include large enterprises (LE) such as Kenya Power, Small and Medium Enterprises (SMEs), and Small Office Home Office (SoHo) customers.

## Sampling Method

The study will use stratified random sampling. Safaricom enterprise customers will be grouped into LE, SME and SoHo. These groups will further be grouped into sub-groups based on the products or services they’ve purchased. Samples will then be drawn from each sub-group.

## Sample Size

Since some customers might be uncooperative, a sample size of 35% of all enterprise customers will suffice.

## Sampling Frame

The sampling frame for this study will consist of all enterprise customers that are currently consuming enterprise products and services, regardless of the business size.

# 3. Data

## Field Measurements

The study will assess customer satisfaction levels by measuring the differences between customer expectations and their actual experiences. Customers will be reached out to via either SMS or email.

## Quality Assurance

The survey questions will be reviewed and approved by the customer experience team to ensure quality and professionalism. To maximize response rates, minimal questions, and the correct method of communication to specific customers will be used. To counter the effects of lack of response, a sample size of 35% of all enterprise customers will be used.

## Analysis

Once customers respond, the responses will be stored in an on-prem database server. The enterprise customer experience team will then analyze the data to assess customer satisfaction levels as well as analyze the delta between expectations and actual experiences.

# 4. Implementation

## Implementation Plan

## Implementation Team

|  |  |
| --- | --- |
| **Team** | **Role** |
| Infrastructure | Setup an on-prem server for use in the survey. |
| Software Engineering | Automate picking of customer responses from email and SMS and store them in an on-prem database server. |
| Enterprise Customer Experience | Provide survey questions. |
| Data Science | In collaboration with the enterprise customer experience team, perform data analysis and draw insights.  Advise the business on the way forward post analysis. |