## Research question

To investigate the strategic determinants of effective customer service relations’ management at Safaricom limited.

**1. Sampling Strategy**

## Objectives

1. To assess the extent to which strategic service innovation affects customer service relations management at Safaricom limited.
2. To determine the extent to which Customer Relationship Management strategy affects customer service relations management at Safaricom limited.
3. To assess the extent to which Corporate Social Responsibility affects customer service relations management at Safaricom limited.
4. To find out the extent to which Information Communication Technology affects customer service relations management at Safaricom limited.

## Research Questions

The study will answer the following questions;

1. To what extent does strategic service innovation affect customer service relations management at Safaricom limited?
2. What is the effect of customer relationship management strategy on customer service relations management at Safaricom limited?
3. What is the effect of corporate social responsibility on customer service relations management at Safaricom limited?
4. What is the effect of Information Communication Technology on customer service relations management at Safaricom limited?

## Target Population

The target population of the study will be management and supervisory level staff of Safaricom drawn from all Safaricom outlets in Mombasa County. According to Safaricom (2021) there are 5 major retail outlets in Mombasa County as shown in the below Table.

**Target Population Table**

|  |  |  |
| --- | --- | --- |
| Branch | Population | Percentage |
| Digo road | 12 | 24.0 |
| Rex House | 14 | 28.0 |
| Nyali | 8 | 16.0 |
| Diani | 8 | 16.0 |
| Malindi | 8 | 16.0 |
| Total | 50 | 100 |

**Sampling Method**

The study will employ stratified random sampling technique whereby the target population will be divided into different groups and those with similar characteristics will be grouped in the same stratum then sample for the study will be selected at random from each stratum. Because the population is heterogeneous, the use of stratified random sampling technique will ensure representation of all branches.

**Sample size**

The study will comprise a sample size of 44 management and supervisory staff of Safaricom. This sample size will be selected at 95% confidence level and margin error/precision level of 0.05 which means there will be 95 chances in 100 that the sample size represents the true population, and will be calculated using Slovin‘s formula shown below for each branch.

n == = 44

Where:

N = Total population

n = Sample population

α = Sampling error which is 0.05(95% confidence level).

**Sample Size Table**

|  |  |  |
| --- | --- | --- |
| Branch | Population | Sample |
| Digo road | 12 | 11 |
| Rex House | 14 | 12 |
| Nyali | 8 | 7 |
| Diani | 8 | 7 |
| Malindi | 8 | 7 |
| Total | 50 | 44 |

## Sampling Frame

The sampling frame of this study will comprise of all five Safaricom branches in Mombasa County. An accurate sampling frame is very important because it helps to reduce bias and ensure that the sample used truly represents the population from which it is taken.

**2. Data**

## Field Measurements

The scope of the study will be limited on investigating the strategic determinants of effective customer service relations management at Safaricom limited. Geographical scope of the study will be Safaricom outlets in Mombasa County. The study will specifically investigate the effect of strategic service innovation, customer relationship management strategy, corporate social responsibility and ICT on customer service relations management. The study is expected to take six months to finalize.

**Quality Assurance / Quality Control**

## Data Collection Methods

Data collection instruments are measurement tools which are designed to obtain data on the research topic. This study will utilize quantitative data which will be collected by use of a questionnaire.

**Primary data**

Research data for this study will comprise the primary data. The primary data will be collected by use of close ended questionnaires which will be structured based on the research objectives. The researcher will use questionnaires because they are easier to analyze as they are in immediate usable form, easier to administer and lastly they are economical to use in terms of time and money.

**Secondary data**

Secondary data will be obtained from already existing sources which includes Safaricom annual reports, published journals and existing relevant literature. The researcher will use secondary data since it is less costly and easily accessible hence saves time.

## Data Collection Procedure

A structured self-completed research questionnaire will be distributed to the target population and collected after one week. The questionnaire will include the construct items adapted from previous studies and some questions on demographics. Each subject will be assured of the confidentiality of his/her anonymous responses. The respondents will be required to complete the questionnaire voluntarily.

## Pilot Study

A pilot study will be administered in order to test for validity, reliability and practicability of the research instruments. A quality of research is to a great degree determined by the instruments used. In order to ensure validity and reliability of research instruments, the researcher will conduct a pilot test involving 4 respondents to test for face and content validity as well as for reliability. The respondent group used for the pilot test will be omitted from the list of final respondents.

### **Validity of Research Instruments**

Validity estimates how accurately the data obtained from the study represents a given variable or construct in the study. Content validity of the questionnaire will be ensured by discussing the research instruments with supervisor and his advice and suggestions will be utilized in revising the questionnaire before preparing the final questionnaire also the information requested by questionnaire from the respondents will cover all relevant and important areas as well as the research objective.

### **Reliability of Research Instruments**

Reliability is an indication of the stability and consistency in which the instrument measures the concept and helps to assess the goodness of the measures. In this study, the reliability of the questionnaire will be ensured through pilot study whereby questionnaire forms will be administered to selected piloting respondents at the first stage of the research, collected back and the same questionnaire will be administered again to the same respondents after one week. The results obtained will be entered into Cronbach Alpha Coefficient to measure reliability and internal consistency also to determine how closely or distantly the group measure for each factor.

## Analysis

## Data Analysis and Presentation

Data analysis is a mechanism for reducing and organizing data to produce findings that require interpretation by the researcher. Based on the fact that the questionnaires will be quantitative, the data will be analysed through descriptive statistics (Mean and standard deviation) and inferential statistics will be computed through multiple regression and correlation analysis.

**3. Implementation**

**Implementation Plan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Activity** | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 |
| Identification of topic |  |  |  |  |  |
| Identification of objectives |  |  |  |  |  |
| Data collection |  |  |  |  |  |
| Data Analysis |  |  |  |  |  |
| Implementations |  |  |  |  |  |

This research will be conducted by a qualified academic researcher who has immense experience in the field of research, the researcher is external and independent and thus no conflict of interest.