Network user experience system

According to a study conducted by students in the university of Eswatini, about 80% of network Eswatini network users in different locations in the country were interviewed about the services provided by Eswatini mobile .They voiced out different opinions about the services ,which included; the timeframe of data bundles, low bandwidth and poor mobile network coverage. This project aims at comparing customer experiences versus customer services which will help improve the quality of the services provided by the organization.

The poor service provision is as a result of the organisation lacking knowledge about the customer experience, thus this study will help the organisation get feedback from its customers concerning service satisfaction. A positive customer service experience results in a better brand reputability, stronger brand loyalty and more competitive advantage.

To solve the problem we will develop a software that will interact with the customers, it will allow the customers to raise their concerns and this information will help the organization to have a more competitive advantage.