**SAMPLING PLAN ON TOTAL QUALITY MANAGEMENT PRACTICES ON CUSTOMER SATISFACTION AT SAFARICOM**

# **INTRODUCTION SAMPLING STRATEGY**

Total quality management is the continuous improvement in organizational processes that makes an organization different from other (Milbrandt & Ahlstrom, 2013). Product or service of a company should be checked, and total quality management is used for project and product assurance and control. This will result in organizational improvement, managerial efficiency, and effective management and with that continuous improving productivity (Richard 2009). The company who has implemented total quality management in their firm would be customer focused and they would know the demand of their buyers. Berry (2011) defines customer satisfaction as a measure of how products and services supplied by a company meet or surpass customer expectations.

Safaricom Public Limited Company is the leader in mobile network operations in Kenya and different reports have indicated that it is the largest in central and east Africa in terms of profits, and resources

**SAMPLING STRATEGY**

OBJECTIVES

The general objective is to establish the influence of total quality management practices on customer satisfaction of Safaricom Public Limited Company, Kenya. Specific objectives are:

I. To establish the influence of process management on customer satisfaction of Safaricom Public Limited Company, Kenya

ii. To establish the influence of strategic quality planning on customer satisfaction of Safaricom public Limited Company, Kenya

iii. To explore the influence of customer focus on customer satisfaction of Safaricom Public Limited Company, Kenya

### **TIMELINES FOR SAMPLING**

The study will be undertaken during the entire month of Feb –March 2022 taking a period of 45 days (about 4 and a half weeks).

### **TARGET POPULATION**

We shall focus more on staff at Safaricom Public Limited Company working in the customer experience department (analyst performance & quality assurance, customer experience executives and customer experience team leaders) within the customer experience department. The study focused on 70 staff

### **SAMPLING METHOD**

The study will employ stratified random sampling technique whereby the target population will be divided into separate 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 customer experience department

### **POSSIBLE SAMPLING CHALLENGES**

One of the foreseen challenges is lack of participation in the survey by staff. Fluctuation in the internet speed can also pose a challenge if the speeds slow down.

### **SAMPLE SIZE**

Based on the foreseen challenges above the research shall target at least20% of the staff in each of the customer care department

### **SAMPLING FRAME**

The sampling frame of this study will comprise of all customer care departments. An accurate sampling frame is important because it helps to reduce bias and ensure that the sample used truly represents the population from which it is taken.

# **DATA**

### **FIELD MEASUREMENTS**

The scope of the study will be limited to investigating the strategic determinants of effective customer service relations management at Safaricom limited. Geographical scope of the study will be Safaricom customer experience department. The study will specifically investigate the effect of total quality management on quality of work the first time, Focus on the customer,

### **QUALITY ASSURANCE**

The software used for the data collection shall be subjected to relevant tests to ensure high quality data is collected from the respondents before the analysis begins. The system shall minimize as much as possible the number of fields allowing manual input from the users and provide many guiding fields such as choices (YES/NO) answers where a user just clicks instead of typing. There shall be only one field where the staff vividly describes the challenges that they face.

### **ANALYSIS**

Once the staff submits their responses, the data shall be transmitted to Safaricom server immediately for analysis. Different teams from Data Science, Data Engineering and Customer Satisfaction representatives shall use the data to understand

**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 |  |  |  |  |  |

### **THE IMPLEMENTATION TEAM**

The following table shows all the teams that shall be involved in this exercise

|  |  |
| --- | --- |
| **DEPARTMENT** | **TASK** |
| 1. Quality and Research team | 1. Producing the relevant survey questions 2. Advising the business on the way forward after data analysis is completed |
| 1. Software Engineering | Developing the software to capture customer responses |
| 1. Infrastructure | Setting up the servers and databases on which the application shall run |
| 1. Data Engineering | Stream and aggregate data for analysis purposes |
| 1. Data Science | 1. Carry out analysis and produce insights from the data collected 2. Advise the business on the way forward |