An Empirical Study on the Relationship Between Innovative Customer Service Practices and Customer Satisfaction in the Service Industry

(A Case Study of Globacom Nig., Ilorin)

BY

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BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF BUSINESS AND MANAGEMENT IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN BUSINESS ADMINISTRATION AND MANAGEMENT,

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CERTIFICATION

This is to certify that this project has been read and approved as meeting the requirement for the award of Higher National Diploma (HND) in Business Administration and Management. Institute of Finance and Management Studies, Kwara State Polytechnic, Ilorin.

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CHAPTER ONE

INTRODUCTION

1.0   Background to the Study

Before now, the self-service and automated customer service has allowed companies to reduce costs while handling the ever-increasing transactions effectively. However, the advent of innovation and the changing profile of customers who are becoming increasingly mobile and no longer reliant on a single communication device. This means that, reactive customer service model is beginning to look out dated and less effective to modern customers' needs Heineke (2003).

In today's competitive environment, the concept of innovative customer service provision has played strategic roles in improving and managing customers' satisfaction. When industry, manufacturing and large cities began to grow, innovation is considered as the term to describe the development and changes resulting to new technologies in the manufactures field, but it is now used increasingly in the service sector and called service innovation (Alam and Khokhar, 2006).

The service industry began to gain ground, Due to the changing economic trend, the outlook of business activities has significantly changed and shifted from a high reliance on manufacturing companies to focus on providing timely and quality service delivery. We all know that customers are the key element of any business; the age of the service economy has been alive and strong for some time now. Therefore, in order to provide quality service to customers in this present time, organizations must have appropriate and comprehensive knowledge of whom they

are meant to offer services to, what form of service should be delivered and in the case of this study, what they want their end product to be.

In an attempt to resolve the question on what form of service should be rendered to customers, Davis & Heineke (2003) noted that, Services are intangible and therefore more difficult for both service providers and the customers to measure and evaluate objectively. They went on to say that services are produced and consumed simultaneously, meaning that either the customer or a possession of the customer is involved in the process while the service is being delivered. Aronould, Price and Zinkhand (2004) posited that no organization can provide essential and quality service delivery without the requisite to understand further than the basic characteristics of services and what they value.

The concept of customer service has been defined by different people with different connotations. However depending on an organization's focus such as retailing, industry, manufacturing or service the goals of providing customer service may vary.

Telecommunication companies are realizing that customer interaction service must be replaced by a more proactive approach that recognizes the growing user-centricity of customer communications network. With the paradigm shift, telecommunication companies that can move quickly to respond to this change can gain market share, as well as reduce customer churn, by enhancing the experience of customers who now expect prompt and accurate services anytime and anywhere.

Research has identified a core set of attributes and actions of successful customer service organizations within the market economy. Regardless of whether these organizations provide goods or services, they recognize that satisfied customers are the key to their success. Customer satisfaction drives successful businesses. Telecommunication companies should develop principles and strategies for achieving customer satisfaction.

1.1   Statement of the Problem

The Nigeria telecommunication industry has experienced phenomenal growth in its subscribers. The poor services characterized by call drop, call breaks, network congestions and internet interruptions where customers get little or no satisfaction of their money's worth and this have compelled some users to subscribe to more than one network.

There is poor interactive service rendered by the service industries, thereby affects the customer's network and satisfaction. A supportive service in organization are poor and is not been able to help the existing core services with new ones. Unktad, (2001) Customer loyalty and commitment to their service industry has been decreasing due to the low satisfaction derived from the services rendered. Organizations have not been able to implement creative ideas into productive services to help sustain their business. Customer's networking has been declining in telecom industries as a result of their poor services.

1.2   Research Questions

Basically, the research work aims at providing answers to the following questions which are:

1.   To what extent does interactive innovation affect customer retention?
2.   What is the relationship between supportive service innovation customer retention?
3.   How has sustainable services innovation after customer commitment?

1.3 Objectives of Research

The general objective of the research is to access the impact of innovative customer services on customer satisfaction in telecommunication industry (Globacom Ilorin sector).

The specific objective are:

1. To determine the extent to which interactive innovation affect customer retention.

2. To investigate if supportive services innovation improve customer network.

3. To find out whether sustainable services innovation affect customer commitment.

1.4 Research Hypotheses

1. There is no relationship between interactive customer innovation and customer retention.

2. Supportive service innovation has no effect on customer network.

3. Sustainable services innovation has no effect on customer commitment.

1.5 Significance of the Study

The research will be beneficial to all service organization especially the telecommunication sectors as it emphasizes the need and encourage the establishment of policy guidelines on the efficient and effective customer services and customer satisfaction. The study shall have a great impact on individuals, management, large corporations, universities, organization, customers/subscribers, government and the society at large. Subsequently, it will enhance good suggestions for achieving quality customer service that will facilitate customers' satisfaction, retention and loyalty.

Moreover, the study shall provide framework which will assist business organization and the society as a whole on how to evolve an enduring customer relationship management and programmes capable of assuring that customers retain their GSM SIM Packs which subsequently will lead to operational excellence, competitive/distinctive advantage and success among GSM operators. It will help managers of various telecommunication organizations to generate ideas and solution to customers-based problems.

Finally, it will be of great value to management, researchers, investors, government and students as a point of reference and will equally form the basis for further research study.

1.6   Scope of the Research Study

This research work focuses on the telecommunication industry in Nigeria, but with particular reference to Globacom Nigeria, (Ilorin metropolis). The size of this operator and the large number of customers they have across Ilorin will adequately satisfy the requirements for a good sample.

1.7   Limitations of the Study

This research is faced with a lot of problems and limitation. The major limitation was a negative attitude of the organization to the supply of data. They were reluctant to give vital information. Other challenges faces are time constraint and inadequate financial resources.

1.8   Definition of Terms

1. **Telecommunication:** It refers to the exchange of information by electronic and electrical means over a significant distance. telecommunication occurs when the exchange of innovation between two or more entities (communication) includes the use of technology.

2. **Customers**: Customers are the key element of any business, therefore customer can be referring to as a patron, who purchase or received a product or service from a business or merchant or intend to do so. It can also be referring to an individual or business that purchase the goods or services produced by a business.

3. **Innovative:** Characterized by the creation of new ideas or new things. Innovation can be a catalyst for the growth and success of your business, and help you adapt and grow in the marketplace. Being innovative does not mean inventing; innovation can mean changing your business model and adapting to changes in your environment to deliver better product services.

4. **Customer Satisfaction:** Satisfaction is a measure of how pleased customer are with their relationship with an organization. Satisfaction can also refers to a fulfillment of need or desire and the pleasure obtained from such fulfillment.

5. **Service:** An invent in which an entity takes the responsibility that something desirable happens on behalf of another entity or an action work produced when traded, bought, sold, then finally consumed.

6. **Customer services**: The provision of services to customer before, during and after the purchase of an entity, be it product or services itself. The perception of success of such interactions is dependent on employees 'who can adjust themselves to the personality of the guest' customer service is also often referred to when describing the culture of the organization, customer is the end of the goal of business.

CHAPTER TWO

LITERATURE REVIEW

2.0   Introduction

This chapter reveals the history of innovative customer service and the need for increasing customer satisfaction. It aims to establish the relevance and significance of customer satisfaction in the realization of effective customer service and also to determine what effect customer service has on satisfaction. In these section literatures on innovative customer service and firms performance is reviewed.

2.1   Conceptual Framework

Based on the definition, I proposed a conceptual framework for innovative customer services and customer satisfaction, Customer satisfaction is a measure of how pleased customers are with their relationship with an organization. The model is important because it consists of variables that can be controlled by a firm to meet the needs of customers. The significance of the model is that it will enable researchers, operators and regulatory bodies to know the marketing variables that significantly affect customer satisfaction (Moon & Minor, 2003).

Figure below depicts the research model and the relationship among its constructs. It indicates that customer satisfaction as a dependent variable could be influenced by innovative customer services which include; supportive, interactive, competitive and sustainable service innovation. Moreover, customer satisfaction as a dependent variable could result into customer loyalty, retention, customer networks and commitment.

The constructs are conceptualized as follows
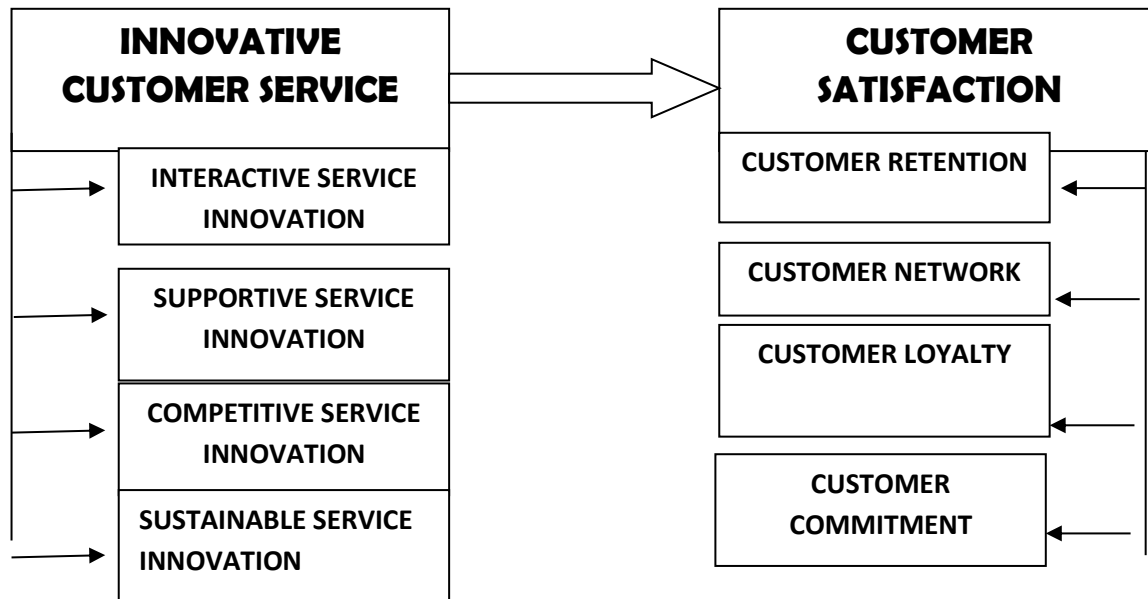
Figure 1: The Research Model

      Source: Author. (Bahrainizade, 2010).

2.1.1 Innovative Customer Service

Definition of customer service, many attempts have been made to define the term customer service. Many individuals, authors and write-ups have defined customer service from their own different perspectives. But the word customer service cannot be properly quantified without first defining it in its separate form.

      The growth in services, especially in the industrialized nations of the world, has reached a point where services now comprise the vast majority of their economies. Consequently, services can no longer be ignored or relegated to third-class status (Davis, Heineke, 2003). Competitive service can be gained when an organization produce its good or service more cheaply, competitive service innovation is attainable by providing high quality product and services to most customer desire and buying constantly aware of market changes and quick to react to trends and competitor's strategies. Sustainable innovation is the use of open

innovation in the development of sustainable product service and initiative, it promotes the use of sustainable product and service.

Customer service as defined by Davididow and uttal (2000) is, "everything an entrepreneur offers that helps to separate his product(s) from his competitors' own. Customer service refers to the activities and programs a seller provides to make a relationship satisfying for his/her customer. The concept of effectiveness, quality, efficiency, productivity, innovations, growth and survival pose a great challenge for the survival and growth of all corporate bodies. These growth and survival demands are further deepened by the need to attract and retain customers, customers are the main focus of any successful business. Business success depends on a firm's understanding and meeting customers' needs and demands.

In Nigeria, utility provision has always suffered a setback as utility firms have always been criticized for poor quality of services. One important utility in an economy is telecommunication. The telecommunication industry's role in an economy cannot be overemphasized. This is because it is the means through which all daily transactions and activities are undertaken. It aids decision making, organizing, influencing, activating, instructing, providing feedback, promoting interpersonal and business relationships as well as exchange of information. All social, economic, political, cultural, trade and commercial activities are undertaken using telecommunication. The nature of a country's telecommunication industry affects its pace of commercial and domestic activities. Due to the poor performance of many of these telecommunication firms, particularly in the developing countries, governments have had to intervene through divestiture and privatization programmes (Frempong and Henten, 2004).

Bolaji (2009) defined customer service as the capability of well-informed consistent, proficient and passionate employees to provide/offer products and services with a view of identifying and satisfying the needs, demands, values and

expectations of the consumers/customers (Eshigie, 2007). Every organization, especially in the telecommunication sectors, has to take into consideration how best to serve its potential and current customers if it intends for such customers to retain its product or service. The development and expansion in the telecommunication industry today has paved way for economic development and satisfaction.

2.1.2. Customer Satisfaction

Schiffman (2007) defined satisfaction as a person's expression of pleasure or disappointment resulting from comparing a service outcome in relation to the expectations. If the performance falls below expectation, the customer is dissatisfied. If performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. Mei-Lien and Green (2010) defined customer loyalty as a deep-held commitment to re-buy or re-patronize a preferred product in the future despite situational influence and marketing efforts having the potential to cause switching behavior and recommending the product to friends and associates. With the fierce competition in the Nigerian telecoms market, operators need to watch switching behaviour of their customers.

The telecoms market is a subscription market whereby consumers subscribe with no initial intention to switch and they are expected to remain loyal until some factors trigger them to switch (Oyeniyi and Abiodun, 2010). Mei-Lien and Green (2010) posited that loyal customers are willing to re-buy products despite the fact that there are competitive alternatives that may cause switching. Satisfaction is a positive feeling experienced by an individual after using a good or a service. In other words, positive or negative mode created throughout provision of services effects on general assessment of the services.

Customer satisfaction is a key factor in future tendency to make a purchase. In addition, satisfied customer probably talks about their positive purchase

experience with others. In addition, Selden, L. and Colvin, (2003) showed that there is a mutual relation between customer satisfaction and quality of services. Studying relations between the three concepts of quality of services, customer satisfaction, and loyalty they argued that quality of services and customer satisfaction are significantly related and the same is true for customer satisfaction and loyalty.

Customer commitment is the taking responsibility when things go wrong and talking honorable corrective action to restore confidence in the relationship, customer network it's a means of connects subscribers to their immediate service provider.

Excellent customer service is more than what is said to or done for the customers. It also means giving customers a chance to make their feelings known will subscribers be satisfied as a result of the manner in which complaints are handled by the service provider? Does communication and information provision of the service provider determine customer satisfaction? Oluwo (2007) posited that the key to building customer confidence in the long-run lies in achieving sustained customer satisfaction and loyalty through:

• **Listening to customers:** For a firm to satisfy its customers, it must not lose any opportunity to listen to its customers. They can provide useful ideas for improvement in the product.

• **Provide mechanism to hear from the customers:** Provision should be made to encourage customers to talk back to the firm about its services.

• **Response to complaints:** Firms must locate consumer help desk nearer to the customer and work to resolve each complaint and inquiry that is received individually and promptly.

2.1.3 Innovation

When the term innovation is used, it means creation of something new by an organization that satisfies its customers and increases the market share. Because the

purpose of innovation is bringing something new that is unique and your competitors do not have and caused positive and good experience of customer towards the provider company.

According to Pan and Zinkhan (2006), the innovation used for strategic orientation toward customer satisfaction, loyalty, and to gain market potential that increase the market share of the company. So, the innovation can be a new product or new concept that has derived from systematic research and new ideas. It also defined as commercialization of creation.

The innovation can also be described as a process of converting the invention or idea into a product that customer purchase and provides financial benefits to its providers. This idea that have to convert into an innovation into a product or service must have the quality to satisfy some specific needs of the customers and can be can be implement at an economic cost to be convert into an innovation (Nemati, Khan and Iftekhar, 2010).

Innovation is the generation of products that are totally new, new production techniques, new market openings, use of the supply chain resources in a new way and generation of new markets in a specific industry (Nemati, Khan and Iftekhar, 2010). But it does not mean that innovation is always treated as a totally new thing that is introduce in a market but it is also innovation to enter in a new market with new features.

2.1.4 Customer Loyalty

Mutual commitment is the basis for relationships. Likewise, the process through which customers become loyal to a company and its product or brands has been extensively discussed in literature. Originally, repeat purchasing was seen as loyalty. But repurchase is not sufficient confirming brand loyalty, so that brand attitude becomes essential to the repurchase decision and loyalty more similar to the concept of commitment. The loyalty towards a product or brand is a key to superior

performance. Consequently, effort should be made to build this loyalty by providing superior benefit promoting the company values, such as green marketing activities in order to establish an image as a trustworthy company (Morgan and Hunt, 2004). Customer loyalty may be regarded as the result of customer retention deals with influencing the customer. Suppliers define customer retention as activities to build up relationship with customers, including content opportunities, barriers to a change of supplies or creating customer preferences for the suppliers, for example based on technology and materials. When regarding relationship between suppliers and customers, customer loyalty is defined and evaluated in terms of the amount and the quality of transaction between both parties, such as the degree of customer penetration or the climate of the relationship. On the contrary, customer declare themselves loyal to a company through feelings and perception of satisfaction, positive attitude and particular preferences for the company, meaning that customers are willing to repurchase (Hennig-Thurrau et al…2000,pp.29-33).

Possible economic effect of customer loyalty are that loyal customer may bring more certainty into the business, signifying more stability within the customer relationship. Habitual purchase decisions, apparent customer immunity towards competitors activities and a higher tolerance of mistakes express stability, whereas increased customer feedback, which is more intensive from loyal customers, may be achieved by certainty. Loyal customers are more willing to answer questionnaires, give feedback and work together with a company on satisfaction progaramms and are even more prepared to complain. They can also be addressed more often on a personal basis and their relationship are more trustful, so that agreements tend to be more reliable. But disadvantages of more certainty due to loyalty might be that companies become too reliant on these customers and inflexibility may lead to failure s to adapt to shifts in market structures or failures to respond to changing market segments. Customer loyalty might also have positive effect on the growth of

the company, when activities are centered on retaining existing customer by exhausting their potential and by gaining new customers through positives recommendations and world-of-mouth.

Additionally, customer loyalty leads to more profitability through cost saving and revenue increases. Such cost saving and revenue increases. Such cost savings can be realized by improved amortization of acquisition costs and the avoidance of costs when getting new customers, whereas increased in revenues are more difficult to achieve. Loyal customer may be less susceptible to price change and might even accept higher prices, for instance, green consumers accepting higher prices for environmentally friendly products, as will be mentioned later on. In addition, loyal customers will probably bring additional revenues through their cross-buying activities.

2.1.5 Quality of Loyalty

Customer satisfaction is one qualitative measure when satisfaction and customer penetration are cross-fenced. When satisfaction is low and customer penetration is high, positive recommendations or friendly customer feedback cannot be expected, whereas when both, penetration and satisfaction is high all benefits of loyalty are to be enjoyed. Loyalty may be missing even though there is satisfaction, so that it can be said, that loyalty and satisfaction must not be treated the same. Both concept need to be controlled in order to improve success. The degree to which a customer is involved in a company's product is a second qualitative differentiation of loyalty. When involvement is low, all customer bonding activities miss the emotional character leading to loyalty. Customer commitment is the third qualitative differentiation of loyalty. Involuntary loyalty is when a customer may show high rates of penetration even though he or she is not committed to the company, meaning there are no alternatives available. Bought loyalty is when loyalty exists only because of certain incentives provided by the company. Genuine loyalty is the most

attractive kind of loyalty, when customers stand by the company even if it makes a mistake or is not up to date as competitors (Hening-Thurau et al 2000). As Morgan and Hunt (2004) state, loyalty consist of both, behavior and attitude. The behavioral component refers to the possibility that a customer will quite a relationship with a company and the attitudinal refers to feelings of psychological attachment. Thus, customer loyalty is a valuable asset for a company because it is more than repeat patronage. A satisfied customer is not enough. In order to effectively approach long-term relationship, trust and commitment are crucial.

Furthermore, products are becoming more similar, making it difficult for customers to differentiate and the likelihood of losing customers is growing constantly. Therefore, it would be advisable to pursue the creation of strong and attitudinal attachments to increase the strength of loyalty.

2.2   Theoretical Analysis

2.2.1 Assimilation-Contrast theory

In a highly competitive marketing environment like the telecom industry in Nigeria, an understanding of assimilation and contrast effects is of substantial interest. The theory was introduced by Anderson (2000) in the context of post-exposure product performance based on Sherif and Hovland's (1961) seminal research which suggest that judgements of objects can be affected by contextual factors (Joan and Brian, 2001).

The theory states that if performance is within a customer's latitude (range) of acceptance, even though it may fall short of expectation, the discrepancy will be disregarded, that is, assimilation will operate and the performance will be deemed as acceptable whereas if they fall within the customer's latitude of neutrality, there will be minimal change. On the other hand, if performance falls within the latitude of rejection, contrast will prevail and the difference will be exaggerated and the good or service will be deemed unacceptable (Oxford, 2014).

The theory suggests that satisfaction is a function of the magnitude of the discrepancy between expected and perceived performance. When the expectations and the actual product performance do not match, the consumer will feel some degree of tension. In order to relieve this tension, the consumer will make adjustments either in expectations or in the perception of the product's actual performance. Consumers will tend to assimilate or adjust differences in perceptions about product performance to bring it in line with prior expectations if the discrepancy is relatively small. However, if the discrepancy is relatively high, contrast will occur and consumers will magnify or exaggerate the discrepancy and the product would be rejected as totally un-satisfactory.

2.2.2 Cognitive Dissonance Theory

Cognitive dissonance is an uncomfortable feeling caused by holding two contradictory ideas simultaneously. The theory of cognitive dissonance proposes that people have a motivational drive to reduce dissonance by changing their attitudes, beliefs, and behaviours, or by justifying or rationalizing them.

The phenomenon of cognitive dissonance, originally stated by Festinger in 1957, has been quickly adopted by consumer behaviour research. "Described as a psychologically uncomfortable state that arises from the existence of contradictory (dissonant, non-fitting) relations among cognitive elements (Festinger 1957) cognitive dissonance revealed high exploratory power in explaining the state of discomfort buyers are often in after they made a purchase.

2.3   Empirical Framework

It is over a decade now that the Nigerian government successfully liberalized its telecommunications sector and brought into existence GSM services. Over these years, a lot of studies have been conducted on GSM communication. Oyeniyi and Abiodun (2010) examined switching cost and customer loyalty in the Nigerian

mobile phone market. The study revealed that customer satisfaction positively affects customer retention and that switching cost affects significantly the level of customer retention.

Serenko, Ofir and Sert (2006) investigated the moderating roles of user demographic employing the American customer satisfaction model with GSM services. The study showed that customer satisfaction was influenced by age, income, gender, perceived quality and perceived value but not by pre-purchasing expectations.

Cengiz and Yayla (2007) tested the relationship between marketing mix, perceived value, perceived quality, customer satisfaction and customer loyalty. Marketing mix elements were found to have a significant effect on customer loyalty.

Adegoke *et al.* (2008) appraised the performance of GSM operators in Nigeria and discovered that as revolutionary as GSM may seem to be, many problems have bedeviled the sector. The problems identified were instability in power supply, security of infrastructure, menace of social miscreants in host communities, multiple regulations and taxation as well as inter-network connectivity. They stated that all these factors contribute in one way or the other to the quality of services rendered by GSM operators in Nigeria. These variables are exogenous variables which the firm may not be able to control however, marketing mix variables are endogenous variables and the firm has full control over them. So they could be used effectively to ensure customer satisfaction.

Nerges, et al (2014), conducted a research on the impact of service innovation on customer satisfaction using Tehran based Parsian Banks account owners. The result showed that concerning different aspect of modern services, customer's interaction with institute is most effective element on customer's satisfaction followed by the provision of new services and delivery system. They added that regarding new services, development of new services caused the highest effect on

quality of services followed by customers' interaction with institute and delivery system. Moreover, the result from their analysis demonstrated that all aspect of service quality contributed in customer satisfaction.

Findings in the work of Bitner, Ostrom and Morgan (2007), reveals that there is a relationship between customer's service innovation and customer satisfaction. They carried out their research on Aramark Parks and Resorts. The result from their finding shows that service quality improvements and innovating new services increase customers Satisfaction and increase repeat customers.

CHAPTER THREE

METHODOLOGY

3.0   Introduction

This section presents a clear insight to the study as well as the methodology that will be adopted for the research. The term methodology describes the specification of procedure for the collection and analysis of data necessary to solve the problem at hand. Methodology described as the set of methods or systematic approach towards solving a particular problem through data collection, analysis and presentation.

3.2   Research Design

The necessary data for this study will be elicited systematically from customers of the telecommunication company GLOBACOM, Ilorin sector with a view to assessing innovative customer services and customers' satisfaction in the telecommunications industry.

Research design provides the plan or framework for data collection and analysis. It is a plan for a research work which aims at proving guidelines, where the research work is being conducted. A research design is defined as the specification of procedures for collecting and analyzing data necessary to help solve the problem at hand such that the difference between the cost of obtaining the various levels of accuracy and the expected value of the information associated with each level of accuracy is minimized (Durotolu, 2001). This research adopts the use of survey and case study. This research information will be gathered using the questionnaire (primary source). Data for this research will be collected cross secionally and a descriptive method of analysis will be used for this study

3.3   Population of the Study

This is generally taken to be the totality of all the elements, subject or number which posses a common and specific characteristic within a given geographical location.

Aina (2001) define population as the aggregate or totality of the units in the universe. They also positioned that population as the collection of elements, units or individuals for which information is sought. The population of the study is large, therefore sample size determination is used. The population of the study therefore consists of customers of Globacom Nigeria, Ilorin metropolis which is about 25,778 customers. All the customers cannot be reached; therefore, only 210 customers will be used for the purpose of this research.

3.4   Sample Size and

Sample according to Nwabueke (1993), is the population of the total population of the universe to be studied. Since the population is a finite one, application of statistical formula becomes imperative in determining the sample size. The sample size according to Okeke, (1995) can be determined by using Taro Yamani Formula:

$$n = \frac{N}{1 + N(e)^2}$$

Where   n = Sample size

N = Population of the study

e = Tolerable error (5%)

$$n = \frac{210}{1 + 210\,(0.05)^2}$$

$$n = \frac{210}{1 + 210\,(0.0025)}$$

$$n = \frac{210}{1 + 1.525}$$

$$n = \frac{210}{1.525}$$

$$= 137.70(138)$$

138 will be studied.

3.5   Sampling Technique

For the purpose of this research, the simple random sampling technique to choose the respondents or the sample size from the population without bias. Random sampling is a process of choosing randomly from the population to have a representative sample.

3.6   Method of Data Collection

Data for research can be gathered from the following sources.

- Primary source
- Secondary source

Primary data are first hand data obtained from the respondents while Secondary data are data obtained from review of related literatures of opinions of expects in the subject matter. These data can be obtained from text books, magazine, newspaper, from private professionals, public and academic libraries.

For the purpose of this research the primary source will be used using standardized questionnaires. The questionnaire will be used to obtain relevant data from the respondents.

3.7   Instrument of data collection

Research instrument are tools that are used to collect data for the purpose of testing hypothesis and answering research questions. The questionnaire will be used as the research instrument for this research.

In designing the questionnaires, conscious efforts will be made to structure the questions which gives the respondent the opportunity of answering either Yes or No or choose from the range answers. The questions will be drawn from the core subject matter of the research investigation (customer's satisfaction with respect to telecommunication services). The five point Likert - type scale will be used in designing the questionnaire.

3.8   Method of Data Analysis

This is the technique adapted to processing data collected into information, during the research. There are various methods to be used to process data, depending on the volume of quantity of the questionnaire and the figures obtained.

Electronic system and computer and other calculating machines can be employed to process data when the volume or number run into thousands or millions. Manual method is used where the numbers and figures obtained are not numerous or not above hundreds. For this project, the data, figures and the information obtained are processed manually whereby the data and information are cued into computer or processor by hand. All avoid mistake, ensure accuracy and authenticity.

3.9 HISTORICAL BACKGROUND OF THE CASE STUDY

Globacom Limited (GLO) is a privately owned Nigerian multinational telecommunications company headquartered in Lagos, Nigeria. GLO started operations on 29 August 2003. It currently operates in four countries in West Africa, namely Nigeria, Republic of Benin, Ghana and Côte d'Ivoire. The company has employed more than 3000 people worldwide.

In August 2003, Glo Mobile was launched in Nigeria. Glo Mobile introduced lower tariffs, pay per second billing and alongside other value-added services. Although Glo Mobile was the fourth GSM operator to launch in Nigeria, within seven years of the company's operation, its subscriber base has grown to over 25 million. In the first year of operation, it had one million subscribers in over 87 towns in Nigeria and over   120   billion   Naira   in   revenues. In June 2008, Glo Mobile was launched in the Republic of Benin. Glo Mobile showed unprecedented growth through the sale of 600,000 SIM cards in the first ten days   of   operation.

In May 2008, GLO acquired an operating license through its Glo Mobile division in Ghana. In April 30, 2012 GLO officially launched in Ghana after series of postponement.

GLO is privately owned by the Mike Adenuga Group which also consists of Equatorial Trust Bank (ETB) now Sterling Bank, Conoil PLC, a petroleum marketing company, and Conoil Producing, a crude exploration company.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0   Introduction

This chapter shows the presentation, analysis and interpretation of data gathered in the course of the research work. The data gathered are presented using the descriptive frequency and interpretation in based on the outcome of the analysis. The tables and percentage shown below were used to summarize the data collected and the results obtained equally used for quick bird eye view of information and interpretation of result. It also assisted in defining the acceptance or rejection of afore stated hypotheses.

4.1   Data Analysis and Presentation.

The frequency tables use for the work involve table on (a) Sex (b) Marital status (c) Age (d) Religion (e) Educational Background (f) Network. While those on relational questions used for the research were followed in the analyses below.

This section includes the distribution of participant data obtained from the study in frequency counts and percentages according to their age

SECTION A

Table 4.2.1 Sex Distribution of Respondents

Age	Frequency	Percentage %
Male	73	52.9
Female	65	47.1
Total	**138**	**100**

Source: Field Survey, 2025

The table 4.2.1 above shows the percentage of sex respondents of male respondent 73(52.9%), female respondent 65(47.1%) this implies that the total percent of male which is 52.9% is high in the respond rate.

Table 4.2.2 Marital Status Distribution of respondent

Marital Status	Frequency	Percentage %
Single	66	47.8
Married	47	34.1
Divorce	20	14.5
Others	5	3.6
Total	**138**	**100**

Source: Field Survey, 2025

The table above 4.2.2 shows the percentage of marital status of the respondents above, single respondent 66(47.8%), married respondents 47(34.1%), divorce 20(14.5%), and other respondents 5(3.6%). This indicates that the percentage of single respondent is high in the study.

Table 4.2.3: Age Distribution of respondent

Age	Frequency	Percentage %
18 – 20	28	20.3
21 – 25	47	34.1
26 – 30	50	36.2
30 and above	13	9.4
Total	**138**	**100**

Source: Field Survey, 2025

The table above shows the percentage of respondent to the age respondents, 18-20years 28(20.3%), 21-25years 47(34.1%), 26-30years 50(36.2%), above 30years 13(9.4%), this implies that the respond rate of 21-25years is high in the respond rate.

Table 4.2.4: Religion Distribution of respondents

Religion	Frequency	Percentage %
Islam	82	59.4
Christian	49	35.5
Others	7	5.1
Total	**138**	**100**

Source: Field Survey, 2025

Table 4.2.4 above shows the percentage of respondent to religion, Islam 82(59.4%), Christian 49(35.5%), and others 7(5.1%), this implies that the respondent on Islam carried the higher percent 82(59.4%).

Table 4.2.5: Educational Qualification Distribution of Respondent

Educational Qualification	Frequency	Percentage %
O Level	30	21.7
ND/NCE	56	40.6
HND/B.Sc.	52	37.7
Total	**138**	**100**

Source: Field Survey, 2025

Table 4.2.5 above shows the percentage of respondent to educational qualification, O level 30(21.7%), ND/NCE 56(40.6%), and HND/B.Sc 52(37.7%), this implies that the respondent on ND/NCE 56(40.6%) carried the higher percent.

SECTION B

Table 4.2.6: Network distribution of respondent

Network	Frequency	Percentage %
Glo	138	100
Total	**138**	**100**

Source: Field Survey, 2025

The table above shows the total percentage of the respondent who filled the question, Glo 138 (100.0%).

Table 4.2.7: My telecom service provider interacts with me very well

Respondents	Frequency	Percentage %
Strongly Agree	56	40.6
Agree	52	37.7
Undecided	10	7.2
Strongly Disagree	17	12.3
Disagree	3	2.2
Total	**138**	**100**

Source: Field Survey, 2025

The table 4.2.7 above shows the percentage of the question: my telecom service provider interacts with me very well, strongly agree 56(40.6%), agree 52(37.7%), undecided 10(7.2%), disagree 17(12.3%) and strongly disagree 3(2.2%), this implies that most respondent strongly agree to the question above which is 56(40.6%)

Table 4.2.8: I am satisfied with the speed with which their services are delivered

Respondents	Frequency	Percentage %
Strongly Agree	29	21.0
Agree	65	47.1
Undecided	25	18.1
Strongly Disagree	9	6.5
Disagree	10	7.3
Total	**138**	**100**

Source: Field Survey, 2025

The table above shows percentage to the question above, strongly agree 29(21.0%), agree 65(47.1%), undecided 25(18.1%), disagree 9(6.5%), and strongly disagree 10(7.3%), this implies that most respondents agree which is the high percent 65(47.1%).

Table 4.2.9: **Glo has specific areas of expertise which make them stand out in the industry**

Respondents	Frequency	Percentage %
Strongly Agree	36	26.0
Agree	52	37.7
Undecided	23	16.7
Strongly Disagree	17	12.3
Disagree	10	7.2
Total	**138**	**100**

Source: Field Survey, 2025

Table 4.2.9 above shows percentage to the question: Glo has specific areas of expertise which make them stand out in the industry, strongly agree 36(26.0%), agree 52(37.7%), undecided 23(16.7%), disagree 10(7.2%), and strongly disagree 17(12.3%).

Table 4.2.10:   **The products are services provided by Glo are competitive**

Respondents	Frequency	Percentage %
Strongly Agree	36	26.1
Agree	58	42.0
Undecided	25	18.1
Strongly Disagree	7	5.1
Disagree	12	8.7
Total	**138**	**100**

Source: Field Survey, 2025

Table 4.2.10 above shows percentage to the question above, strongly agree 36(26.1%), agree 58(42.0%), undecided 25(18.1%), disagree 12(8.7%), and strongly disagree 7(5.1%).

Table 4.2.11: The way in which Glo care for its customers add value to customer service

Respondents	Frequency	Percentage %
Strongly Agree	58	42.0
Agree	42	30.4
Undecided	21	15.2
Strongly Disagree	6	4.4
Disagree	11	8
Total	**138**	**100**

Source: Field Survey, 2025.

Table 4.2.11 above shows percentage to the question above, strongly agree 58(42.0%), agree 42(30.4%), undecided 21(15.2%), strongly agree 6(4.4%), and disagree 11(8%).

Table 4.2.12: The quality of service and products provide by Glo network is improving

Respondents	Frequency	Percentage %
Strongly Agree	40	29.0
Agree	56	40.6
Undecided	32	23.2
Strongly Disagree	2	1.4
Disagree	8	5.8
Total	**138**	**100**

Source: Field Survey, 2025

Table 4.2.12 above shows percentage to the question: Glo has specific areas of expertise which make them stand out in the industry, strongly agree 40(29.0%), agree 56(40.6%), undecided 32(23.2%), disagree 8(5.8%), and strongly disagree 2(1.4%).

Table 4.2.13: The ways in which the provider's staff deals with complaints from customers make me comfortable

Respondents	Frequency	Percentage %
Strongly Agree	50	36.2
Agree	43	31.2
Undecided	28	20.3
Strongly Disagree	10	7.2
Disagree	7	5.1
Total	**138**	**100**

Source: Field Survey, 2025

Table 4.2.13 above shows percentage to the question: The way in which the provider's staff deal with complaints from customers make me comfortable, strongly agree 50(36.2%), agree 43(31.2%), undecided 28(20.3%), disagree 7(5.1%), and strongly disagree 10(7.2%)

Table 4.2.14: Supportive service as resulted to an increase in customer commitment

Respondents	Frequency	Percentage %
Strongly Agree	32	23.2
Agree	47	34.1
Undecided	11	8
Strongly Disagree	40	28.9
Disagree	8	5.8
Total	**138**	**100**

Source: Field Survey, 2025

Table 4.2.14 above shows percentage to the question, strongly agree 32(23.2%), agree 47(34.1%), undecided 11(8%), disagree 8(5.8%), and strongly disagree 40(28.9%).

Table 4.2.15: Compared to my ideal, I am satisfied with the performance of Glo network

Respondents	Frequency	Percentage %
Strongly Agree	56	40.6
Agree	40	29.0
Undecided	32	23.2
Strongly Disagree	8	5.8
Disagree	2	1.4
Total	**138**	**100**

Source: Field Survey, 2025

Table 4.2.9 above shows percentage to the question above, strongly agree 56(40.6%), agree 40(29.0%), undecided 32(23.2%), disagree 2(1.4%), and strongly agree 8(5.8%).

Table 4.2.16: All in all, I am satisfied with Glo

Respondents	Frequency	Percentage %
Strongly Agree	36	26.1
Agree	49	35.5
Undecided	36	26.1
Strongly Disagree	8	5.8
Disagree	9	6.5
Total	138	100

Source: Field Survey, 2025.

The table 4.2.16 above shows the respondent percent to the question above, All in all, I am satisfied with Glo network, strongly agree 36(26.1%), agree 49(35.5%), undecided 36(26.1%), disagree 9(6.5%), strongly disagree 8(5.8%).

Table 4.2.17: I am not completely satisfied with this Glo network

Respondents	Frequency	Percentage %
Strongly Agree	42	30.4
Agree	38	27.5
Undecided	31	22.5
Strongly Disagree	9	6.5
Disagree	18	13.0
Total	138	100

Source: Field Survey, 2025.

Table 4.2.17 shows the percentage of respondent to the question above, strongly agree 42(30.4%), agree 38(27.5%), undecided 31(22.5%), disagree

18(13.0%) and strongly agree 9(6.5%), this implies that most respondent strongly agree to the above question which is 30.4%

Table 4.2.18: With reference to my expectations, I am very satisfied with Glo

Respondents	Frequency	Percentage %
Strongly Agree	59	42.8
Agree	38	27.5
Undecided	24	17.4
Strongly Disagree	10	7.2
Disagree	7	5.1
Total	**138**	**100**

Source: Filed Survey, 2025

Table 4.2.18 above shows percentage to the question: With reference to my expectations, I am very satisfied with Glo, strongly agree 59(42.8%), agree 38(27.5%), undecided 24(17.4%), disagree 7(5.1%), and strongly disagree 10(7.2%).**Table 4.2.19: I extremely satisfy with services/products provided by this provider**

Respondents	Frequency	Percentage %
Strongly Agree	52	37.7
Agree	39	28.3
Undecided	28	20.2
Strongly Disagree	14	10.2
Disagree	5	3.6
Total	**138**	**100**

Source: Filed Survey, 2025

Table 4.2.19 above shows percentage to the question above, , strongly agree 52(37.7%), agree 39(28.3%), undecided 28(20.2%), disagree 5(3.6%), and strongly disagree 14(10.2%).

Table 4.2.20: **I intend to use the service that I am using provided by this provider forever**

Respondents	Frequency	Percentage %
Strongly Agree	42	30.4
Agree	50	36.2
Undecided	18	13.1
Strongly Disagree	10	7.2
Disagree	18	13.1
Total	**138**	**100**

Source: Field Survey, 2025

Table 4.2.20 above shows percentage to the question: I intend to use the service that I am using provided by this provider forever, strongly agree 42(30.4%), agree 50(36.2%), undecided 18(13.1%), disagree 18(13.1%), and strongly disagree 10(7.2%).

Table 4.2.21: **I intend to try new services developed by this provider whenever I have a chance to**

Respondents	Frequency	Percentage %
Strongly Agree	44	31.9
Agree	52	37.7
Undecided	33	23.9

Strongly Disagree	2	1.4
Disagree	7	5.1
Total	**138**	**100**

Source: Field Survey, 2025.

Table 4.2.21 above show percentage of respondent of the question above: strongly agree 44(31.9%), agree 52(37.7%), undecided 33(23.9%), disagree 7(5.1%), and strongly disagree 2(1.4%), this implies that respond rate of the question above is agree because it carried high percent 52(37.7%).

Table 4.2.22:   I do not have to intention to switch even when price of other service provider are more competitive

Respondents	Frequency	Percentage %
Strongly Agree	32	23.2
Agree	47	34.1
Undecided	11	8
Strongly Disagree	40	28.9
Disagree	8	5.8
Total	**138**	**100**

Source: Field Survey, 2025

Table 4.2.22 above shows percentage to the question above, strongly agree 32(23.2%), agree 47(34.1%), undecided 11(8%), disagree 8(5.8%), and strongly disagree 40(28.9%).

4.3   TESTING OF HYPOTHESIS

Correlation Coefficient Analysis

Testing the hypothesis hypotheses 1,2,3, is tested with correlation coefficient

r =   <0.5   indicate a weak relationship

r = 0.5 – 0.6   indicate a moderate relationship

r =   >0.7   indicate a high relationship

HYPOTHESIS 1

H$_0$.   There is no relationship between interactive customer   innovation   and

customer retention

H$_1$-   There is relationship between interactive customer innovation   and

customer retention

Table 4.3.1

Correlation

		My telecom service provider interact with me very well	I extremely satisfy with services/products provided by this provider
My telecom service provider interact with me very well	Pearson Correlation	1	.290**
	Sig. (2-tailed)		.001
	N	138	138
	Pearson Correlation	.290**	1
	Sig. (2-tailed)	.001	

I extremely satisfy with services/products provided by thisN provider	138	138

**. Correlation is significant at the 0.01 level (2-tailed).

The Pearson Correlation table 4.3.1 above is the first hypothesis it shows r= 0.290 thus the simple coefficient between interactive customer innovation and customer retention has recorded 0.290. using 2-tailed test, since p is less than our present level of significant 0.01, i.e p=0.001, indicating statistically there is relationship between interactive customer innovation and customer retention, therefore null hypothesis will be rejected: there is no relationship between interactive customer innovation and customer retention, alternative hypothesis will be accepted: there is relationship between interactive customer innovation and customer retention, therefore alternative will be accepted

HYPOTHESIS 2

H$_0$- Supportive service innovation has no effect on customer   network.

H$_1$-   Supportive service innovation has effect on customer network

Table 4.3.2

Correlations

		The quality of service and product provide by Glo network is improving	The way in which Glo care for its customers add value to customer service
The quality of service and product provide by Glo network is improving	Pearson Correlation	1	.169[*]
	Sig. (2-tailed)		.047
	N	138	138
The way in which Glo care for its customers add value to customer service	Pearson Correlation	.169[*]	1
	Sig. (2-tailed)	.047	
	N	138	138

*. Correlation is significant at the 0.05 level (2-tailed).

The table 4.3.2 above is tested by correlation coefficient analysis, which is second hypothesis, using 2-tailed test, since p is less than our present level of significance 0.05 i.e. p=0.047 is less than 0.05, indicating statistically there is correlation between service innovation and on customer network, this implies that

null hypothesis will be rejected and alternative hypothesis will be accepted: supportive service innovation has effect on customer network.

HYPOTHESIS 3

H₀- Sustainable services innovation has no effect on customer commitment

H₁- Sustainable service innovation has effect on customer commitment

Table 4.3.3

ANOVAᵃ

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6.328	1	6.328	6.113	.015ᵇ
	Residual	140.774	136	1.035		
	Total	147.101	137			

a. Dependent Variable: I extremely satisfy with services/products provided by this provider

b. Predictors: (Constant), I do not have to intention to switch even when price of other service provider are more competitive

Coefficientsᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.726	.190		9.080	.000
I do not have to intention to switch even when price of other service provider are more competitive	.173	.070	.207	2.473	.015

a. Dependent Variable: I extremely satisfy with services/products provided by this provider

Sample Regression Analysis was used to test fourth hypothesis, the result reviewed as presented in the table 4.3.4 that $F(1, 137)=6.113$ at 0.015 significant level this implies that there is effect between service innovation and customer commitment, that is null hypothesis will be rejected and alternative hypothesis will be accepted.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0   Introduction

This chapter of this research work gives an overview or summary of the whole research work from the first chapter to the last chapter. This chapter also examines the theoretical and empirical findings as discovered by the researcher, the conclusion of the research work and recommendations by the researcher.

The purpose of this study is to examine the effectiveness of innovative customer service as aid to increasing customer satisfaction. Four hypotheses were put forward in the course of the research which was tested using correlation and regression analysis.

5.1   Summary of Findings

This research work stated with the chapter one with the introductory part discussing the background of the study. This was followed by a clear definition of the statement of research problem that the researcher has observed. Objectives were drawn out to address the overriding objective to examine the effectiveness of innovative customer service as aid to increase customer satisfaction in telecom industry. The research objectives from the basis for the research question and hypotheses. This was done through the operationalization of the two construct (innovative customer service and customer satisfaction).

Competitive service innovation, sustainable service innovation while customer satisfaction variable was customer retention, customer network, customer loyalty, and customer commitment.

The stated earlier variables were emphasized in the literature review section to provide a clearer understanding as regards the measurability and relations to their respective constructs. The works of scholars were reviewed to provide more depth to the understanding of the chosen topic. The literature review section examined conceptual framework of the constructs and their variables, theoretical framework and empirical framework as well as the gap in literature. The findings for this study are divided into two parts namely: theoretical findings and empirical findings. The theoretical findings are abstracted from data generated from the field by the researcher. This may not be exhausted but at least the findings here will go some extent to investigate the subject matter using Globacom Nigeria as a case study.

5.2 Recommendation

Based on the findings of the study, research has shown that one of the most important factors in installing an innovative culture in telecom industry is having leaders and teams with ability and commitment. Thus, the following recommendations are made:

1. Globacom Nig. PLC should henceforth base evaluation of performance mostly on staff claims but mostly on customer's opinions and assessments.

2. Routine customer evaluation report may be appealing in order to capture complaints as at when necessary before customer migration to other network especially now that network migration is much easier.

3. Though customer seems to be very happy about the service of Globacom and the tariff plan the company offers to its customers. Then Globacom needs to go back to thse drawing board to see ways to restructure and strategize on how to more enhance customer so as to beat the competitors and get hold of the leading position in the market.

5.3 Conclusion

Based on inferences from this study, it may be concluded that Globacom Nig. Needs to do more in terms of enhanced customer services in order to retain or gain better market.

Innovative customer service provision has played strategic roles in improving and managing customers' satisfaction, the increase in customer satisfaction in telecommunication industry has been established to be largely understand on the ability to innovate. Firms compete successful when they offer new, better and cheaper products and services which customer can use to their advantage. This study is important as it helps to examine the effectiveness of innovative customer service as aid to increase customer satisfaction. The need for customer service innovation is highly essential as it helps to increase customers' satisfaction.

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