



Customer Relationship Management and Customer Retention of Pharmaceutical Store in South East, Nigeria

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Abstract

The study evaluated the customer relationship management and customer retention of pharmaceutical store in South East, Nigeria. The specific Objectives were to: examine the relationship between customer care reports and incentive loyalty; evaluate the relationship between customer satisfaction and gathering of customer feedback often of pharmaceutical store in South East, Nigeria. The area of the study was the South East, Nigeria. The study used the descriptive survey design approach. The primary source of data was the administration of questionnaire. A total population of three hundred and forty-five (345) staff was used. The whole population was used due to small number. 298 staff returned the questionnaire and accurately filled. Data was presented and analyzed using Likert Scale and the hypotheses using Pearson correlation coefficient (r). The findings indicated Customer care reports had significant positive relationship with the incentive loyalty ($r=.684 < .921$, $p. >.05$). Customer satisfaction had significant positive relationship with the gathering of customer feedback of pharmaceutical store in South East, Nigeria ($r=.521 < .810$, $p.>.05$). The study concluded that customer care reports and customer satisfaction had significant positive relationship with incentive loyalty and the gathering of customer feedback of pharmaceutical store. The study recommended among others that the management of pharmaceutical stores should endeavour to implement Customer reports for critical setting and meeting of customer expectations.

Keywords: *Customer Relationship Management; Customer Retention; Pharmaceutical Store; South East*

Introduction

Customers are the back bone of every thriving business or businesses that wants to thrive. No wonder, most of the business organizations the world over have started integrating Customer Relationships Management Strategies into the e-commerce environs so as to arouse customer's interest and instant customer Atrial gratification in the long run so that the customer is retained without unflinching loyalty. Customer Relationship Management (CRM) is a comprehensive strategy and process of acquiring, retaining and partnering with the selective customer to create superior value for the company and the customer. Customer relationship management (CRM) has become important for the business with the new marketing approach to adapt their business activities to reach towards their customers and build the strong relationships, networks and interactions with customers (Kanani, & Damor, 2020). The marketing approach of customer relationship management (CRM) has gained much currency in the recent years by attempting to build closer relationships and interactions between a business and its most important customers. The past century has seen a move from the need to conduct transactions to that of managing relationships to promote productivity and profit. To date, the CRM solutions allow organizations achieve a connection with customers, remove unnecessary processes, and improve profits. It also embodies a total business system with contributions from marketing, sales, and customer service, thereby establishing potential touch points that occur during the consumer's pathway (Agwaye, 2020).

The science of customer retention makes it easier for current customers to make a repeat purchase than it is to find new customers. Longtime customers are more willing to branch out and try other products from a company they trust and from sister companies. Higher customer satisfaction increases profits across all product lines (Mc Eachern, 2022). Customer retention is the heart of Customer Success. It describes the situation where a customer doesn't actively cancel when they could. These actions have many forms, such as improving the product to reflect customer feedback or holding a customer meeting to hone in on the goals a customer feels they are or aren't achieving with your product. To create the most impact, an effective customer retention management strategy will base their actions on customer data. Customer retention is important because it shows whether or not you are delivering value to your customers. By focusing on your retention rate, you can identify critical issues before they take a heavy toll on the health of your business (Paddle, 2023).

Customer excitement, satisfaction and engagement are emerging as the new terms of success. While these metrics are a good start towards embracing customer centricity, a bolder move is measuring customer enablement. The key to success in pharmaceutical service businesses lies in concentrating on and retaining existing customers which keeps them in the long run. That is because a small number of brands attracted a high level of loyalty. Paterno (2023) asserts that the first and most obvious factor that influences customer loyalty and retention is the quality and value of offerings as customers expect products and services to meet or exceed their needs, preferences, and expectations. Once organisations can deliver high-quality and high-value solutions that solve their problems, fulfill their desires, and create positive emotions, that will earn their trust and loyalty. This has necessitated for the study on customer relationship management and customer retention of pharmaceutical stores in South East, Nigeria.

Statement of the problem

In the 21st century business world customer relationship management and retention is the new growth once a business tends to grow and remain in the labour market. Customer relationship management and customer retention is the strategies adopted by organisations to manage and analyze customer interactions and data throughout the customer lifecycle. This helps to improve service relationships and assist in customer retention and boost sales. Basically, customer retention is a function of the customer lifetime value (CLV) and the cost of acquiring new customers.

With intense competition among organizations, customer relationship management system can help a business retain more customers, which in turn can lead to higher profits and sales. This provides businesses with valuable data that can be used to improve customer experience. However, this aim is often not achieved due to poor customer care reports and lack of customer satisfaction. Also, one of the major barriers to CRM success is the budget, or lack thereof. CRM themselves can be very expensive, and the implementation costs can add up quickly.

Choosing and implementing a customer relationship management consumes time as a result of research, test, onboard, deploy, and train, which can result in downtime for the business and for employees. Often times when organisations try to save this time by rushing through the normal steps can skip them entirely this often results to failure. Hence, the need to tackle these challenges as it can result to poor incentive loyalty and inability to gather customer feedback in the organization. This motivated the study customer relationship management and customer retention of pharmaceutical store in South East, Nigeria.

Aims and Objectives of the Study

The main objective of the study was to evaluate customer relationship management and customer retention of pharmaceutical store in South East, Nigeria. The specific Objectives were to:

1. Examine the relationship between pharmacy staff communication and customer retention in South East, Nigeria
2. Verify the relationship between pharmacy staff commitment and customer retention in South East, Nigeria
3. Assess the relationship between customer care and customer retention of pharmacy stores in South East, Nigeria.
4. Determine the relationship between trust and customer retention of pharmacy stores in South East, Nigeria

Research Questions

The following Research Questions guided the study

1. What is the relationship between pharmacy staff communication and customer retention in South East, Nigeria
2. What is the relationship between pharmacy staff commitment and customer retention in South East, Nigeria
3. What is the relationship between customer care and customer retention of pharmacy stores in South East, Nigeria.
4. What is the relationship between trust and customer retention of pharmacy stores in South East, Nigeria

Statement of Hypotheses

The following hypotheses guided the study

1. Pharmacy staff communication has significance relationship with customer retention in South East, Nigeria
2. Pharmacy staff commitment has significance relationship with customer retention in South East, Nigeria
3. Customer care has significance relationship with customer retention of pharmacy stores in South East, Nigeria.
4. Trust has significance relationship with customer retention of pharmacy stores in South East, Nigeria

Implication of the Study

The study will be beneficial to pharmaceutical firms and other organisations as Customer Relationship Management, or CRM, will improve the customer's overall experience by enabling and better manage direct interactions, from sales to customer service and marketing. It enhances the bottom line and can, therefore, determine profitability, loyalty, and overall success.

Scope of Study

The scope of the study comprise of the following

Subject scope: the study was based on customer relationship management and customer retention of pharmaceutical store in South East, Nigeria

Unit scope: the key variables of the study were customer care reports and customer satisfaction as the components of the customer relationship management (independent variable) and incentive loyalty and gathering of customer feedback as the components of customer retention (dependent variable).

Geographical scope: The geographical scope of the study was South East, Nigeria. South East, Nigeria is comprised of five major states which includes, Abia, Anambra, Ebonyi, Enugu and Imo States.

Time scope: The duration of the study is from 2020-2023

Literature Review

Conceptual Review

Customer

The main goal of a business is to get a group of customers who buy from them again and again, bringing in money, as the customer is responsible for the inflow of money. Customers are individuals or business that purchases another company's goods or services. Customers are important because they drive revenues. Without them, businesses can neither survive nor thrive (Kenton, 2023). A customer is a person or business that buys goods or services from another business. Customers are crucial because they generate revenue. Without them, businesses would go out of business. Every business fights to get customers by advertising their products heavily, cutting costs to get more customers, or making unique products and experiences that people love. Customers are the link to a business success. A business organization should focus on a huge number of customer, for this customer satisfaction and loyalty should be incorporated along the long-term goals (Khadka & Maharjan, 2017). One of the important aspects to ensure the attention of the customers is to provide the best and the most favorable products at this competing market. If a customer's satisfaction is earned, then it is sure that customer loyalty will also come along with it.

Relationship

Relationship is the way two or more people are connected, or the way they behave toward each other. Business relations are the connections that exist between all entities that engage in commerce. That includes the relationships between various stakeholders in any business network, such as those between employers and employees, employers and business partners, and all of the companies a business associates with (Kenton, Potters & Kvilhaug, 2022).

Management

Business organisations depend on the strength of those in management positions. Management (or managing) is the administration of organizations, whether they are a business, a nonprofit organization, or a government body through business administration, nonprofit management, or the political science sub-field of public administration respectively. It is the science of managing the resources of businesses, governments, and other organizations. Herrity (2023) defined management as the coordination and administration of tasks to achieve a goal. Such administration activities include setting the organization's strategy and coordinating the efforts of staff to accomplish these objectives through the application of available resources. Workplaces depend on the strength of those in management positions (Cousera, 2023).

Customer Relationship Management

Customer relationship management (CRM) is a process in which a business or other organization administers its interactions with customers, typically using data analysis to study large amounts of information. The main components of CRM are building and managing customer relationships through marketing, observing relationships as they mature through distinct phases, managing these relationships at each stage and recognizing that the distribution of the value of a relationship to the firm is not homogeneous (Anshari, Almunawar, Lim, & Al-Mudimigh, 2019). Customer Relationship Management (CRM) manages customer interactions to enhance customer experience. It enables business owners and salespeople by helping them streamline the sales process, improve interdepartmental collaboration, and maintain business relationships. A CRM helps streamline sales, marketing efforts, customer service, accounting, and management for growing companies. Companies use customer

relationship management for many reasons, but the overall goal is to improve the customer experience and increase sales (Hubspot, 2023).

Components of Customer Relationship Management

Pharmacy Staff Communication

Staff communications is the exchange of information and ideas between the individuals in the organisation. This information can be between employees and managers. Understanding what employee communications are and how different channels can benefit teams, helps for effective communication in the organization (Indeed, 2023). Communication is vital to building relationships between managers, employees and customers in pharmaceutical stores. Good communication is perhaps more important in healthcare than in any other field. Communication is also a vital part of building good relationships between members of the pharmacy team. As the bridge between the pharmacy, the provider, and the patient, it's essential for pharmacy technicians to develop and maintain good relationships with everyone involved in a patient's care (National Health career Association, 2021).

Pharmacy Staff Commitment

Commitment is the bond employees experience with their organisation. Staff commitment is the bond employees with their organisation such that employees who are committed to their organisation generally feel a connection with their organisation, feel that they fit in and, feel they understand the goals of the organisation. Employees who are committed to their organisation generally feel a connection with their organisation, feel that they fit in and, feel they understand the goals of the organisation. The added value of such employees is that they tend to be more determined in their work, show relatively high productivity and are more proactive in offering their support (Chionuma, 2019). Commitment among the pharmaceutical staff is the feeling of responsibility towards the goals, mission and vision of the organisation you work for. Commitment helps staff stick to organisational goals during the good times and the bad times — when barriers get in the way. Two factors contribute to commitment: importance and ability (Concordia, 2023).

Customer Care

Customer care is a valuable tool for understanding and improving customer experiences. These reports provide the most important insights your business needs to improve customer satisfaction and operational performance, which can help you make the best business decisions and maximize return on investment (Vasudev, 2023). The Customer Service Center (CSC) is a channel in companies for communicating with their consumers, allowing them to report their experiences as users, ask questions and register compliments, suggestions or complaints. The CSC in pharmaceutical companies is mandatory and regulated by specific legislation (Ana, 2023). Excellent customer experiences are a key driver of business value. When customers are satisfied with your product and their overall experience, they are cheaper to service, less price-sensitive and less likely to churn.

Trust

In the organizational context, *trust is an important part of professional relationships* between co-workers, between managers and employees, or between employees and managers. Trust is a complex and multidimensional phenomenon. Organizational trust is an important part of professional relationships between co-workers, between managers and employees, or between employees and managers. Trust can be either interpersonal or institutional in nature. To measure, understand, and explain trust in an organizational context, it is important to identify different dimensions of trust (competence, benevolence, and integrity), different types of trust (horizontal trust between co-workers, vertical trust between managers and employees, and vertical trust between employees and managers), and the roles that different dimensions of trust have in different types of trust (Krot & Lewicka, 2012). One of the elements of a successful employee-manager relationship is trust. When the sense of trust is strong between an employee and manager, it adds efficiency to other elements of workplace productivity (Root, 2023).

Customer Retention

Improving customer service retention means improving the customer experience. Company's ability to turn customers into repeat buyers and prevent them from switching to a competitor (Olson, 2023). Customer retention is the practice of increasing a business's repeat customer rate and extracting additional value from those customers. The goal of customer retention is to ensure a customer makes repeat purchases, is satisfied with a company's services, and does not defect to a competitor. Customer retention is important because it can be greatly influenced by customer satisfaction. Additionally, it reduces the amount of effort needed to continually reach new customers, which can improve your advertising efficiency and be an important part of your economic strategy (Amazon, 2023).

Conceptual Framework

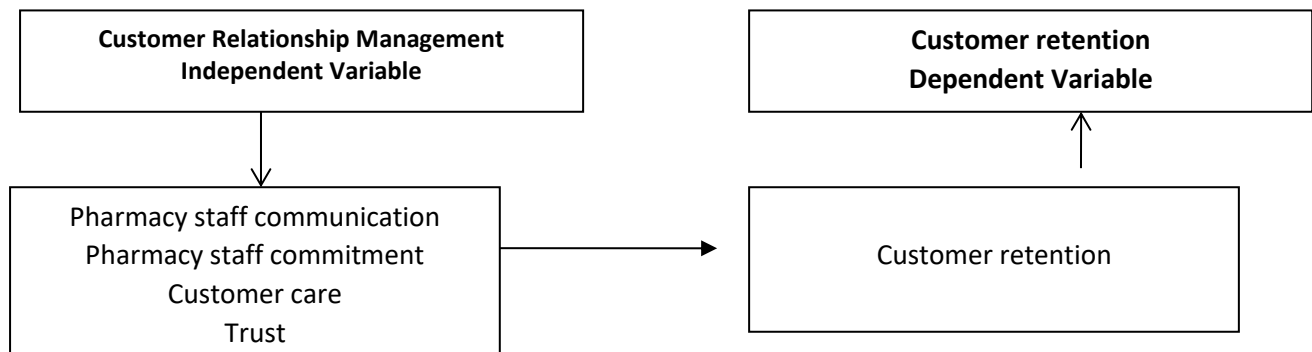


Fig 1: Conceptual Framework of the Study

The diagram shows the linkages independent and dependent variable that formed the objectives of the study. This diagram also shows the linkages between these variables in achieving customer retention in pharmaceutical firms.

Theoretical Framework

The study was guided by SERVQUAL Model by Parasuraman, Zeithaml, and Berry (1985). The study anchors on SERVQUAL model. This is a prevailing model for measuring service quality. SERVQUAL model was conceived by Parasuraman, Zeithaml, and Berry (1985). The SERVQUAL model hinges on gaps in service quality, which addresses differences in service quality expectations and perceptions. Hutton and Richardson (1995) state that the broader the gap, the lesser the perception of quality appears in consumer minds, and vice-versa. According to the SERVQUAL scale, the outcome for each dimension of customers' expectations and customers' perceptions are compared to estimate the gap in scores between the two components. As a result of this comparison, a firm's level of service quality assessment can be defined, e. g. the larger the gap, the lower the service quality evaluation, whilst the lower the gap, the larger the evaluation. Over the past years, the SERVQUAL instrument has been used widely and extensively for measuring service quality in different contexts and industries like banking, healthcare, hotels, restaurants retail chains, communication, real estate, higher education, etc. Hence, SERVQUAL dimensions are adopted in this study to measure the effect of service quality management on customer's satisfaction in manufacturing firms.

Empirical Review

Pharmacy Staff Communication and Customer Retention

Qasem, Abukhadijeh, and Aladham (2018) conducted a study in Jordanian banks to examine the relationship between Customer Relationship Management (CRM) activities and customer retention. They collected data from 388 customers through a survey, finding a significant positive relationship between CRM activities and customer attitudes. Specifically, CRM activities such as solving customers' issues, service quality, and technology positively

influenced trust, affective commitment, and customer retention. However, the study found no significant relationship between employee behavior and affective commitment, nor between retention activities and customer retention.

Goswami, Pandey, and Parihar (2021) explored the impact of organizational communication on service performance in the private banking sector. Through a descriptive survey involving 399 respondents, including employees and customers of private sector banks in Gwalior, India, they aimed to understand how organizational communication affects employee service performance and, consequently, customer outcomes. While their study did not directly measure customer satisfaction and retention, it provided insights into the importance of effective communication in enhancing service delivery.

Adebayo (2021) investigated the impact of communication on customer satisfaction in the hospitality industry in Kwara State, Nigeria. Using primary and secondary data, including self-administered questionnaires, they found that communication channels and message design significantly predicted customer satisfaction. Moreover, their findings revealed a significant relationship between communication channels and customer loyalty, indicating the critical role of effective communication in fostering customer loyalty.

Pharmacy Staff Commitment and Customer Retention

Majid and Mohammad (2018) investigated the impact of commitment, satisfaction, and loyalty of employees on providing high-quality service to customers in Ports and Maritime Organization of Bushehr, Iran. Through a descriptive-survey research design involving employees and customers, they found that job satisfaction and organizational commitment significantly influenced employee loyalty to the organization. Moreover, organizational loyalty positively impacted the quality of customer service, emphasizing the importance of recruiting employees suitable for their activities.

Agyeiwaah, Dayour, and Zhou (2021) explored how employee commitment impacts customers' attitudinal loyalty in the hospitality and tourism industry within China's Greater Bay Area. Using a quantitative approach, they surveyed 664 customers across Hong Kong, Macau, and Zhuhai. Their findings, analyzed through structural equation modeling, revealed that service quality attributes had different impacts on employee commitment. Personal interactions and technical quality were significant predictors of employee commitment, which, in turn, influenced customer satisfaction and behavioral intentions.

Customer Care and Customer Retention

Ntiamoah et al. (2014) delved into the relationship between customer service practices, firm commitment, and retention within the telecommunications sector, focusing on MTN in Ghana. Employing a mixed-methods approach, they found significant positive correlations between customer service practices, firm commitment, and retention. This underscores the critical importance of robust service strategies and organizational commitment in fostering customer retention and loyalty. Their study highlights the need for organizations to prioritize customer-centric approaches and cultivate a culture of dedication to enhance long-term customer relationships.

Dah and Dumeya (2016) explored customer feedback channels in hotels in Ho, Ghana, aiming to assess their effectiveness from guests' perspectives. Their research revealed that suggestion boxes were widely used and perceived as the most effective feedback mechanism. Additionally, guests preferred providing feedback through one-on-one contact, emphasizing the significance of personalized communication channels for gathering valuable insights. This study underscores the importance of actively seeking and responding to customer feedback to improve service quality and enhance guest satisfaction, ultimately fostering loyalty and positive word-of-mouth recommendations.

Segoro and Limakrisma (2020) presented an empirical model of customer satisfaction and loyalty within the cellular operator sector. Through a descriptive survey, they identified factors influencing service quality and relationality, critical for achieving high levels of satisfaction and loyalty among users. Their findings highlighted the multifaceted

nature of customer relationships in the telecommunications industry, with service quality and relationality playing pivotal roles. This study contributes to a deeper understanding of the complex dynamics involved in fostering customer loyalty in a highly competitive market, providing insights for cellular operators to enhance customer satisfaction and retention strategies.

Vyara and Koyundzhiyska-Davidkova (2021) examined customer loyalty in small and medium-sized enterprises (SMEs) in the trade sector in Bulgaria. Through a questionnaire survey, they identified factors influencing customer loyalty and the main challenges faced by SMEs. Their study offers valuable insights into the unique dynamics of customer loyalty in the trade sector, highlighting the importance of product quality, pricing strategies, and effective communication in building and maintaining customer relationships. By addressing these challenges and optimizing loyalty strategies, SMEs can enhance customer satisfaction and loyalty, driving sustainable growth and competitiveness.

Trust and Customer Retention

Essien (2016) studied the effective customer service delivery on customer retention (A Study of MTN Nigeria Plc) This study examined the impact of customer service delivery on customer retention, with particular reference to MTN Nigeria Plc using MTN Nigeria Plc as a study. A descriptive survey research design was adopted. The sample for this study consists of 184 customers of MTN Nigeria Plc. The main research instrument used was questionnaire. Data collected were analyzed using descriptive statistic; Pearson product Moment correlation analysis was used to test the hypotheses. The findings from the hypotheses tested reveal that there is a significant relationship between customer service speed and customer retention; that there is a significant relationship between quality service and customer retention; that there is a significant relationship between effective communication and customer retention and that there is a significant relationship between commitment to service and customer retention.

Hannan et al. (2017) conducted an empirical study on independent surveyor services in Indonesia, aiming to develop a model of the relationship between customer satisfaction, trust, information sharing, and customer loyalty. The study focused on the coal export industry, where independent surveyor services play a crucial role in trade transactions. Using Structural Equation Models (SEM), data from 51 exporters and coal trading companies were analyzed. The results demonstrated that customer satisfaction, trust, and information sharing significantly influence customer loyalty toward independent surveyor companies. This underscores the importance of fostering positive relationships through satisfaction, trust, and effective information exchange to enhance customer loyalty in professional service industries.

Relationship Between Customer Satisfaction and Customer Retention in Banking Sector: Mbah, Ekechukwu, and Ugochukwu (2018) investigated the relationship between customer satisfaction and customer retention in selected banks in Enugu metropolis, Enugu state, Nigeria. The study aimed to examine the impact of service quality on customer trust and customer involvement on loyalty. Through a co-relational design research method, data were collected from 208 management and staff members of three banks. The analysis utilized frequency tables, personal interviews, and questionnaires, with hypotheses tested using the F-statistic tool (ANOVA). The findings revealed a positive relationship between service quality and customer trust, as well as between customer involvement and loyalty. This suggests that banks can enhance customer retention by prioritizing service quality, building trust, and fostering customer involvement in their operations.

Gap in Empirical Literature

The present study after the literature review observed that many study have been conducted on customer relationship management and customer retention. However, these studies were conducted in different parastatals and geographical areas different from that of the present study. Furthermore, the previous studies were analysed using other statistical tools but the present study was analysed using Pearson correlation statistical tool with the aid of SPSS. Also the study would likely be the most current of the whole studies and as such would highlight the importance of customer relationship management presently with regards to evolved changes in the society.

Methodology

The area of the study comprised of four (4) of out of Forty two (42) in the list of Inspected Local Pharmaceutical Manufacturing Facilities in Nigeria (2018-2019) Using WHO Key Elements, South East, Nigeria. One each to be the representative of others from the four states – Abia, Anambra, Enugu, and Imo. In Ebonyi State no firm appeared in the list. They are: Maobison Inter Link Association Ltd, Old Aba-Owerri Road, Osisioma Industrial Layout Osisioma LGA Abia State; Alben Healthcare Industries Limited, KM 15, Old Onitsha Awka Road, Ogidi, Anambra State, Nigeria; Juhel Nigeria Limited, 35 Nkwubor Road, Emene,; A & J Pharmaceutical Nig. Limited, 3, Egbu Uratta Ring Road, By FRSC Junction, Egbu, Owerri, North LGA, Imo State. These firms were chosen due to high number of staff and ethical standard. The study used the descriptive survey design approach. The primary source of data was the administration of questionnaire. A total population of three hundred and forty-five (345) staff was used. The whole population was used due to small number. 298 staff returned the questionnaire and accurately filled. That gave 86 percent response rate. The validity of the instrument was tested using content analysis and the result was good. The reliability was tested using the Pearson correlation coefficient (r). It gave a reliability co-efficient of 0.88 which was also good. Data was presented and analyzed by mean score and standard deviation using Sprint Likert Scale. The hypotheses were analyzed using Pearson correlation coefficient (r) statistics tool.

Results

Data Relating to Research Questions

The relationship between pharmacy staff communication and customer retention in Enugu Metropolis.

Table 1: Responses to research question one: The relationship between pharmacy staff communication and customer retention in Enugu Metropolis.

		5 SA	4 A	3 N	2 DA	1 SD	ΣFX	- X	SD	Decisio n
1	The personalized care to customers increased service offering in the organization	755 151 50.7	192 48 16.1	177 59 19.8	39 18 6.0	22 22 7.4	879 298 100%	3.97	1.271	Agree
2	Effective skilled service promoted authentic branding	850 170 57.0	192 48 16.1	120 40 13.4	42 21 7.0	19 19 6.4	1223 298 100%	4.10	1.247	Agree
3	The convenience of service in the organization enhanced exceptional customer service	780 156 52.3	192 48 16.1	153 51 17.1	39 18 6.0	25 25 8.4	1189 298 100%	3.98	1.303	Agree
4	Being proactive in the organisation promoted focus on customer relations	835 167 56.0	252 63 21.1	102 34 11.4	22 11 3.7	23 23 7.7	1234 298 100%	4.14	1.226	Agree
5	The good relationship of staff and the frequency of the customers to the pharmacy store shows a base of loyalty	885 177 59.4	260 65 21.8	69 23 7.7	38 19 6.4	14 14 4.7	1266 298 100%	4.25	1.137	Agree
Total grand mean and standard deviation								20.44	6.184	

Source: Field Survey, 2023

From the table 1., 199 respondents out of 298 representing 66.8 percent agreed that the personalized care to customers increased service offering in the organization 3.97 and standard deviation of 1.271. Effective skilled service promoted authentic branding 218 respondents representing 73.1 percent agreed with mean score of 4.10 and standard deviation of 1.247. The convenience of service in the organisation enhanced exceptional customer service 204 respondents representing 68.4 percent agreed with mean score of 3.98 and standard deviation of 1.303. Being proactive in the organisation promoted focus on customer relations 230 respondents representing 77.1

percent agreed with mean score of 4.14 and standard deviation of 1.226. The good relationship of staff and the frequency of the customers to the pharmacy store show a base of loyalty 242 respondents representing 81.2 percent agreed with a mean score of 4.24 and standard deviation of 1.137

The relationship between pharmacy staff commitment and customer retention in Enugu Metropolis

Table 2: Responses to research question two: The relationship between pharmacy staff commitment and customer retention in Enugu Metropolis

		5 SA	4 A	3 N	2 DA	1 SD	ΣFX	- X	SD	Decision
1	The customer perceived quality promoted information provided by customers experience	820 164 55.0	296 74 24.8	66 22 7.4	46 23 7.7	15 15 5.0	1243 298 100%	4.17	1.167	Agree
2	The quality of staff attendance promoted the value of the products to customers	865 173 58.1	312 78 26.2	57 19 6.4	2 1 .3	27 27 9.1	1263 298 100%	4.24	1.192	Agree
3	Service perceived by customers promoted attracting new and customers	960 192 64.4	280 70 23.5	57 19 6.4	12 6 2.0	11 11 3.7	1320 298 100%	4.43	.969	Agree
4	The bond employees experience with their orgnsiation enhanced customers repurchase	900 180 60.4	316 79 26.5	39 13 4.4	22 11 3.7	15 15 5.0	1292 298 100%	4.34	1.067	Agree
5	Good personal characteristics of staff provides insight into customer satisfaction levels,	810 162 54.4	356 89 29.9	39 13 4.4	32 16 5.4	18 18 6.0	1255 298 100%	4.21	1.143	Agree
Total grand mean and standard deviation								4.278	1.108	

Source: Field Survey, 2023

From the table 2, 238 respondents out of 298 representing 79.8percent agreed that the customer perceived quality promoted information provided by customer's experience 4.17 and standard deviation of 1.167. The quality of staff attendance promoted the value of the products to customers' 259 respondents representing 84.3 percent agreed with mean score of 4.24 and standard deviation of 1.192. Service perceived by customers promoted attracting new and customer's 262 respondents representing 87.9 percent agreed with mean score of 4.43 and standard deviation of .969. The bond employees experience with their orgnsiation enhanced customers repurchases 259 respondents representing 86.9 percent agreed with mean score of 4.34 and standard deviation of 1.067. Good personal characteristics of staff provides insight into customer satisfaction levels 251 respondents representing 84.3 percent agreed with a mean score of 4.21 and standard deviation of 1.143.

The relationship between customer care and customer retention of pharmacy stores in Enugu Metropolis

Table 3: Responses to research question two: The relationship between customer care and customer retention of pharmacy stores in Enugu Metropolis

		5 SA	4 A	3 N	2 DA	1 SD	ΣFX	- X	SD	Decision
1	The customer service in the retail store creates customer happiness	710 142 47.7	180 45 15.1	150 50 16.8	54 27 9.1	34 34 11.4	1128 298 100%	3.79	1.412	Agree
2	Customers are prevented from defecting to the competitors due to the service in the store.	805 161 54.0	180 45 15.1	93 31 10.4	60 30 10.1	31 31 10.4	1169 298 100%	3.92	1.409	Agree
3	The result of great customers service in the store attract new customers.	820 164 55.0	168 42 14.1	135 45 15.1	36 18 6.0	29 29 9.7	1188 298 100%	3.98	1.351	Agree

4	There is encouragement of existing customers to remain loyal due to quality service	875	228	84	22	27	1236	4.14	1.276	Agree
		175	57	28	11	27	298			
		58.7	19.1	9.4	3.7	9.1	100%			
5	The reputation for good service in the retail store and positive reviews from customers promotes market asset.	985	224	60	18	13	1300	4.36	1.041	Agree
		197	59	20	9	13	298			
		66.1	19.8	6.7	3.0	4.4	100%			
Total grand mean and standard deviation								4.278	1.108	

Source: Field Survey, 2023

From the table 3, 187 respondents out of 298 representing 62.8 percent agreed that the customer service in the retail store creates customer happiness 3.79 and standard deviation of 1.412. Customers are prevented from defecting to the competitors due to the service in the store 206 respondents representing 69.1 percent agreed with mean score of 3.92 and standard deviation of 1.409. The result of great customers service in the store attract new customers 206 respondents representing 69.1 percent agreed with mean score of 3.98 and standard deviation of 1.351. There is encouragement of existing customers to remain loyal due to quality service 232 respondents representing 77.8 percent agreed with mean score of 4.14 and standard deviation of 1.276. The reputation for good service in the retail store and positive reviews from customers promotes market asset 256 respondents representing 85.9 percent agreed with a mean score of 4.36 and standard deviation of 1.041.

The relationship between trust and customer retention of pharmacy stores in Enugu Metropolis.

Table 4: Responses to research question two: The relationship between trust and customer retention of pharmacy stores in Enugu Metropolis

		5 SA	4 A	3 N	2 DA	1 SD	ΣFX	- X	SD	Decision
1	Keeping promises promotes repurchase in the retail store	950	272	57	16	13	1308	4.38	1.026	Agree
		190	68	19	8	13	298			
		63.8	22.8	6.4	2.7	4.4	100%			
2	The customers are respected and organization provides relevant and personalized experiences.	865	312	57	2	24	1263	4.24	1.140	Agree
		186	72	16	24	24	298			
		62.4	24.2	5.4	8.1	9.1	100%			
3	The displaying of sensitivity and transparency in the store customers comes back.	960	280	57	12	11	1320	4.43	.860	Agree
		195	71	4	16	11	298			
		64.4	23.5	6.4	2.0	3.7	100%			
4	Honesty in the store attracted old and new customers.	975	284	36	8	16	1319	4.42	1.026	Agree
		195	71	12	4	16	298			
		65.4	23.8	4.0	1.3	5.4	100%			
5	The level of dependability in the retail store drives business.	850	328	27	26	24	1255	4.21	1.208	Agree
		170	82	9	13	24	298			
		57.0	27.5	3.0	4.4	8.1	100%			
Total grand mean and standard deviation								4.278	1.108	

Source: Field Survey, 2023

From the table 4, 250 respondents out of 298 representing 83.6 percent agreed that the Keeping promises promotes repurchase in the retail store 4.38 and standard deviation of 1.026. The customers are respected and organization provides relevant and personalized experiences 258 respondents representing 86.6 percent agreed with mean score of 4.24 and standard deviation of 1.140. The displaying of sensitivity and transparency in the store customers comes back 266 respondents representing 89.3 percent agreed with mean score of 4.43 and standard deviation of .860. Honesty in the store attracted old and new customers 266 respondents representing 89.3 percent agreed with mean score of 4.42 and standard deviation of 1.026. The level of dependability in the retail store drives business. 252 respondents representing 84.5 percent agreed with a mean score of 4.21 and standard deviation of 1.208.

Test of Hypotheses

Hypotheses one: Pharmacy staff communication has significance relationship with customer retention in South East, Nigeria

Table 5: shows the Pearson correlations on pharmacy staff communication has significance relationship with customer retention in South East, Nigeria

		The personalized care to customers increased service offering in the organization	Effective skilled service promoted authentic branding	The convenience of service in the organisation enhanced exceptional customer service	Being proactive in the organisation promoted focus on customer relations	The frequency of the customers to the pharmacy store shows a base of loyalty
The personalized care to customers increased service offering in the organization	Pearson Correlation	1	.829**	.921**	.684**	.705**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	298	298	298	298	298
Effective skilled service promoted authentic branding	Pearson Correlation	.829**	1	.907**	.832**	.875**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	298	298	298	298	298
The convenience of service in the organisation enhanced exceptional customer service	Pearson Correlation	.921**	.907**	1	.793**	.795**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	298	298	298	298	298
Being proactive in the organisation promoted focus on customer relations	Pearson Correlation	.684**	.832**	.793**	1	.775**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	298	298	298	298	298
The frequency of the customers to the pharmacy store shows a base of loyalty	Pearson Correlation	.705**	.875**	.795**	.775**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	298	298	298	298	298
**. Correlation is significant at the 0.01 level (2-tailed).						

Table 5 showed the pearson correlation matrix on customer care reports and incentive loyalty showing the correlation coefficients, significant values and the number of cases. The correlation coefficient shows $.684 < .921$. This value indicates that correlation is significant at 0.05 level (2 tailed) and implies that pharmacy staff communication had significance positive relationship with customer retention in South East, Nigeria ($r = .684 < .921$). The computed correlations coefficient is greater than the table value of $r = .000$ with at alpha level for a two-tailed test ($r = .684 < .921$, $p < .05$).

Decision Rule

The decision rule is to accept the null hypothesis if the computed r is less than the tabulated r otherwise reject the null hypothesis.

Decision

Since the computed ($r = .684 < .921$) is greater than the table value of .000, we reject the null hypothesis. Therefore, we concluded that pharmacy staff communication had significance positive relationship with customer retention in South East, Nigeria as reported in the probability value of ($r = .684 < .921$, $p < .05$).

Hypotheses two: Pharmacy staff commitment has significance relationship with customer retention in South East, Nigeria

Table 6: shows the Pearson correlations on pharmacy staff commitment has significance relationship with customer retention in South East, Nigeria

		The customer perceived quality promoted information provided by customers experience	The value of the products to customers enhanced interviewing them	Service perceived by customers promoted asking for reviews.	Consistent customer experiences generated focus groups	Customer feedback provides insight into customer satisfaction levels,
The customer perceived quality promoted information provided by customers experience	Pearson Correlation	1	.617**	.521**	.681**	.731**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	298	298	298	298	298
The value of the products to customers enhanced interviewing them	Pearson Correlation	.617**	1	.704**	.810**	.734**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	298	298	298	298	298
Service perceived by customers promoted asking for reviews.	Pearson Correlation	.521**	.704**	1	.742**	.581**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	298	298	298	298	298
Consistent customer experiences generated focus groups	Pearson Correlation	.681**	.810**	.742**	1	.767**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	298	298	298	298	298
Customer feedback provides insight into customer satisfaction levels,	Pearson Correlation	.731**	.734**	.581**	.767**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	298	298	298	298	298

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

Table 6 showed the Pearson correlation matrix on customer satisfaction and gathering of customer feedback showing the correlation coefficients, significant values and the number of cases. The correlation coefficient shows $.521 < .810$. This value indicates that correlation is significant at 0.05 level (2 tailed) and implies pharmacy staff commitment had significance positive relationship with customer retention in South East, Nigeria ($r = .521 < .810$).

The computed correlations coefficient is greater than the table value of $r = .000$ with at alpha level for a two-tailed test ($r = .521 < .810$, $p < .05$).

Decision Rule

The decision rule is to accept the null hypothesis if the computed r is less than the tabulated r otherwise reject the null hypothesis.

Decision

Since the computed ($r = .521 < .810$) is greater than the table value of $.000$, we reject the null hypothesis. Therefore, we concluded that pharmacy staff commitment had significance positive relationship with customer retention in South East, Nigeria as reported in the probability value of ($r = .521 < .810$, $p < .05$).

Hypotheses two: customer care has significance relationship with customer retention of pharmacy stores in South East, Nigeria

Table 7: shows the Pearson correlations on customer care has significance relationship with customer retention of pharmacy stores in South East, Nigeria

		The customer service in the retail store creates customer happiness	Customers are prevented from defecting to the competitors due to the service in the store.	The result of great customers service in the store attract new customers.	There is encouragement of existing customers to remain loyal due to quality service	The reputation for good service in the retail store and positive reviews from customers promotes market asset.
The customer service in the retail store creates customer happiness	Pearson Correlation	1	.863**	.756**	.561**	.487**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	298	298	298	298	298
Customers are prevented from defecting to the competitors due to the service in the store.	Pearson Correlation	.863**	1	.730**	.677**	.540**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	298	298	298	298	298
The result of great customers service in the store attract new customers.	Pearson Correlation	.756**	.730**	1	.808**	.605**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	298	298	298	298	298
There is encouragement of existing customers to remain loyal due to quality service	Pearson Correlation	.561**	.677**	.808**	1	.576**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	298	298	298	298	298
The reputation for good service in the retail store and positive reviews from customers promotes market asset.	Pearson Correlation	.487**	.540**	.605**	.576**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	298	298	298	298	298

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

Table 7 showed the Pearson correlation matrix on customer satisfaction and gathering of customer feedback showing the correlation coefficients, significant values and the number of cases. The correlation coefficient shows

.487 < .863. This value indicates that correlation is significant at 0.05 level (2 tailed) and implies customer care had significance positive relationship with customer retention of pharmacy stores in South East, Nigeria ($r = .521 < .810$). The computed correlations coefficient is greater than the table value of $r = .000$ with at alpha level for a two-tailed test ($r = .521 < .810$, $p < .05$).

Decision Rule

The decision rule is to accept the null hypothesis if the computed r is less than the tabulated r otherwise reject the null hypothesis.

Decision

Since the computed ($r = .521 < .810$) is greater than the table value of $.000$, we reject the null hypothesis. Therefore, we concluded that customer care had significance positive relationship with customer retention of pharmacy stores in South East, Nigeria as reported in the probability value of ($r = .521 < .810$, $p < .05$).

Hypotheses Two: Trust has significance relationship with customer retention of pharmacy stores in South East, Nigeria

Table 8: shows the Pearson correlations on trust has significance relationship with customer retention of pharmacy stores in South East, Nigeria

		Keeping promises promotes repurchase in the retail store	The customers are respected and organization provides relevant and personalized experiences.	The displaying of sensitivity and transparency in the store customers comes back.	Honesty in the store attracted old and new customer s.	The level of dependability in the retail store drives business.
Keeping promises promotes repurchase in the retail store	Pearson Correlation	1	.581**	.476**	.692**	.612**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	298	298	298	298	298
The customers are respected and organization provides relevant and personalized experiences.	Pearson Correlation	.581**	1	.593**	.758**	.504**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	298	298	298	298	298
The displaying of sensitivity and transparency in the store customers comes back.	Pearson Correlation	.476**	.593**	1	.697**	.389**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	298	298	298	298	298
Honesty in the store attracted old and new customers.	Pearson Correlation	.692**	.758**	.697**	1	.568**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	298	298	298	298	298
The level of dependability in the retail store drives business.	Pearson Correlation	.612**	.504**	.389**	.568**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	298	298	298	298	298
**. Correlation is significant at the 0.01 level (2-tailed).						

Table 8 showed the Pearson correlation matrix on customer satisfaction and gathering of customer feedback showing the correlation coefficients, significant values and the number of cases. The correlation coefficient shows $.476 < .758$. This value indicates that correlation is significant at 0.05 level (2 tailed) and implies trust had significance

positive relationship with customer retention of pharmacy stores in South East, Nigeria ($r = .476 < .758$). The computed correlations coefficient is greater than the table value of $r = .000$ with at alpha level for a two-tailed test ($r = .476 < .758$, $p < .05$).

Decision Rule

The decision rule is to accept the null hypothesis if the computed r is less than the tabulated r otherwise reject the null hypothesis.

Decision

Since the computed ($r = .476 < .758$) is greater than the table value of $.000$, we reject the null hypothesis. Therefore, we concluded that trust had significance positive relationship with customer retention of pharmacy stores in South East, Nigeria as reported in the probability value of ($r = .476 < .758$, $p < .05$).

Discussion of Findings

Pharmacy Staff Communication had Significance Positive Relationship with Customer Retention in South East, Nigeria

Result of hypotheses one showed that the computed ($r = .684 < .921$) is greater than the table value of $.000$, Therefore, we concluded that pharmacy staff communication had significance positive relationship with customer retention in South East, Nigeria ($r = .684 < .921$, $p < .05$). In line with these hypotheses, Goswami, Pandey and Parihar (2021) showed communication and its impact on customer outcomes in private banking sector. Organizational communication is often assumed to play an important role in the private banking sector. The main aim of this study is to explore the impact of organizational communication on the service performance of employees in a private banking sector. These findings will help scholars in understanding how organizational communication affects employee service performance with respect to customer outcomes.

Pharmacy staff commitment had significance positive relationship with customer retention in South East, Nigeria

Hypotheses two, showed the computed ($r = .521 < .810$) is greater than the table value of $.000$, Therefore, we concluded that pharmacy staff commitment had significance positive relationship with customer retention in South East ($r = .521 < .810$, $p < .05$). In support of these hypotheses, Agyeiwaah, Dayour and Zhou (2021) explored how employee commitment impact customers' attitudinal loyalty. Purpose Studies in hospitality and tourism have seldom investigated the role of employee commitment to building customers' attitudinal loyalty. The study contributes to knowledge of how employees' affective attitude (i.e. employee commitment) impacts and mediates the relationships within this model by considering service quality attributes separately in the context of China's Greater Bay Area. The results suggest that while service quality attributes have a different impact on employee commitment, employee commitment plays a response-predictor-mediator role in the attitudinal loyalty framework. Employee commitment influences customer satisfaction and behavioral intentions.

Customer care had significance positive relationship with customer retention of pharmacy stores in South East, Nigeria

Customer loyalty is highly influenced by the quality of the products, the applied price strategy and the good communication between enterprises and customers. This report clarifies the peculiarities of customer loyalty and based on an analysis of the factors influencing it brings out the main problems of small and medium-sized enterprises in the field of trade in Bulgaria (Vyara and Koyundzhiyska-Davidkova, 2021). In line with this theory, the result of hypotheses three depicts that the computed ($r = .521 < .810$) is greater than the table value of $.000$, Therefore, we concluded that customer care had significance positive relationship with customer retention of pharmacy stores in South East, Nigeria ($r = .521 < .810$, $p < .05$).

Trust had significance positive relationship with customer retention of pharmacy stores in South East, Nigeria

Hypotheses four showed the computed ($r = .476 < .758$) is greater than the table value of .000, we reject the null hypothesis. Therefore, we concluded that trust had significance positive relationship with customer retention of pharmacy stores in South East, Nigeria as reported in the probability value of ($r=.476 < .758, p<.05$). The study of Hannan, Suharjo, Kirbrandoko and Nurmalinga (2017) on the influence of customer satisfaction, trust and information sharing on customer loyalty of professional services company: An empirical study on independent surveyor services industry in Indonesia aims to develop a model of the relationship between customer satisfaction, trust, and information sharing to customer loyalty in professional services of independent surveyor to inspect the coal export using the marketing approach relationship. Testing of the hypothesis has been made on three variables on customer loyalty. The data was collected from 51 exporters and coal trading companies in Indonesia and the analysis used is the Structural Equation Models (SEM). Results from this study showed that customer satisfaction, trust, and information sharing influence the customer loyalty of independent surveyor company. Every variable has a significant influence.

Summary of Findings

The results of the study revealed that

1. Pharmacy staff communication had significance positive relationship with customer retention in South East, Nigeria ($r=.684 < .921, p<.05$).
2. Pharmacy staff commitment had significance positive relationship with customer retention in South East, Nigeria ($r=.521 < .810, p<.05$).
3. Customer care had significance positive relationship with customer retention of pharmacy stores in South East, Nigeria ($r=.521 < .810, p<.05$).
4. Trust had significance positive relationship with customer retention of pharmacy stores in South East, Nigeria ($r=.476 < .758, p<.05$).

Conclusion

The study concluded that customer care reports and customer satisfaction had significant positive relationship with incentive loyalty and the gathering of customer feedback of pharmaceutical store. Customer excitement, satisfaction and engagement are emerging as the new terms of success. CRM is an integrated information system that is used to plan, schedule and control the pre-sales and post-sales activities in an organization. While these metrics are a good start towards embracing customer centricity, a bolder move is measuring customer enablement. The key to success in pharmaceutical service businesses lies in concentrating on and retaining existing customers which keeps them in the long run.

Recommendations

The following recommendations were made by the study

1. The management of pharmaceutical stores should endeavour to implement Customer reports for critical setting and meeting of customer expectations.
2. The pharmaceutical stores should keep their customers happy because it hugely increases the chances of a customer returning to do more business.
3. Employees should ensure that customer services are delivered excellently in other to get the employees committed to the organization as the will not only help in customer retention but will also help in referral of new customers to the organization.

Contributions to Knowledge

The few studies done were carried outside customer relationship management and customer retention of pharmaceutical store in South East, Nigeria and did not focus to best of my knowledge on the customer care reports and incentive loyalty; customer satisfaction and gathering of customer feedback often of pharmaceutical store in South East, Nigeria. Most of the studies reviewed analysed their data through A purposeful sampling technique,

Descriptive statistics and appropriate inferential statistics, Purposive Sampling technique, Pearson Moment Correlation Coefficient, Multiple sampling technique, Partial Least Square Structural Equation Modeling (PLS-SEM), Multiple Regression Analysis (MRA) method, Simple linear regression and Pearson correlation coefficient (r) while the present study made use of Z test to test the hypotheses. Therefore, the study aimed at filling this research gap by evaluating the customer relationship management and customer retention of pharmaceutical store in South East, Nigeria.

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