

Abstract

Customer service is a key component in the success of any organization. However, gaps abound in the execution of this important service such that the organization's progress is frustrated. A review of relevant current research and literature underlines the respectability of this important segment of communication. The purpose of this study was to investigate the skills of customer service agents in corporate communication with particular emphasis on KenCall with the aim of making relevant recommendations that can enhance the role played by customer service in ensuring that the corporate remains profitable and competitive in the market.

The key findings of the study established that majority of the CSA's possess the requisite skills in customer service. However, the findings revealed that skills such as (1) competitors' products (2) stress management and (3) communication skills received less attention and were lacking among the agents. Lack of the above skills by the CSA's could negatively affect the level of customer service delivery thereby negatively affecting corporate communication at KenCall.

From the data interpretation the following recommendations were made: that since the customer service job involves frequent stressful encounters by CSAs, there is need for frequent training on stress management, that there is need to constantly equip the CSAs with skills in competitor's products and services, and that CSAs receive training in communication skills such as message repletion, two-sided presentation of messages, order of message presentation and skills of communicating to different audiences.