

ABSTRACT

The worldwide quality movement has swept the manufacturing sector over the last decade. Most organizations are doing all they can to meet the expectations of their customers to enable customer retention in the business world. But despite all the attempts customer care role remains a challenge in management, thus the study is mainly to find out the factors affecting customer growth and satisfaction in management. This will be done by finding out perception of the customers towards management, and to find out the customers reaction towards the management skills and methods in place. A case study has been chosen and this was the best for the study to enable the researcher to have an in-depth understanding of the customers. SPSS and Excel have been used to analyze the primary data from the field. The findings of the study clearly show that Kisumu Municipal Council has very poor service delivery, physical appearance of the offices and equipment's are not pleasant, council staffs don't have empathy with the customers. We recognize that customers respond in various ways to the changes in management therefore it's imperative that the council priorities to engage in activities that meet their long term objectives of maximizing their stakeholder's expectation. The researcher therefore recommends that further research should be done that involves both staff and customers of municipal to find out what is making the council staff not to give satisfactory services to the customers. That is what makes them to give the poor service delivery.