

**A STUDY ON THE ROLE OF SALESPEOPLE
FOR ENHANCED RETENTION OF CUSTOMERS
AT BUILDING MATERIALS CORPORATION LIMITED**

by

**G.M.C. PERERA - BMS (Hons.)
Registration No. 20706652**

A dissertation submitted to the Department of Management Studies in the Faculty of Humanities & Social Sciences of the Open University of Sri Lanka in partial fulfillment of the requirements of the Commonwealth Executive Master of Business Administration Degree.

2008

© G.M.C. Perera 2008 .

68594

ABSTRACT

The objective of this study was to examine the role of salespeople on customer satisfaction and how customer satisfaction enhances the retention of customers at Building Materials Corporation Ltd. The most significant contribution of this study was the examination of the relations between the roles of customer oriented salespeople and customer satisfaction and customer retention as an outcome of customer satisfaction.

Four independent antecedents were identified as customer oriented roles of salespeople. They were customer oriented behaviour of salespeople, service quality delivered by sales people, flexibility of salespeople and trust in salespeople. Customer retention was examined as an outcome of customer satisfaction.

The study involved an empirical questionnaire. The sample (N=96) consisted of government and public sector institutions and asbestos dealers and produced in total 70 valid responses. Thus, the final response rate of the study was 73%. The data was analyzed by using mean, standard deviation and coefficient correlation.

As a conclusion, this study reveals that, in BMC's context, customer satisfaction drivers are customer oriented behaviour of salespeople, the quality of the services they provide and salespeople's flexibility. Results also indicated that customer satisfaction indeed enhances customer retention. Further analysis indicated that the role of customer oriented salespeople was again significantly related to Customer Retention.

Finally, the ways and means of improving customer satisfaction to enhance customer retention of BMC Ltd. are recommended.

