THE EFFECT OF THE IMPLEMENTATION OF THE SERVICE CHARTER ON
SERVICE DELIVERY IN THE TELECOMMUNICATIONS SECTOR – A CASE STUDY
OF COMMUNICATIONS COMMISSION OF KENYA

by

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In accordance with Daystar University policies, this thesis is accepted in partial fulfillment of requirements for the Master of Business Administration.

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I declare that this thesis is my original work and has not been submitted to any other college or university for academic credit.

Signed: ____________________________  Date: ________________

Silas M. Maina
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ABSTRACT

In a rapidly changing context where efficiency, effectiveness and competence of state institutions are being questioned, it is imperative for the state agencies to strive for improvement in performance. In order to assure their customers of quality services organizations are now providing their customers with a Service Charter. A Service Charter is a high level document, endorsed at a senior level, which briefly and clearly states the generic standard of service that any customer or user can expect from an organization. The research explored the effect of Service Charter implementation to service delivery at the Communications Commission of Kenya (CCK). The key objectives of the study were to determine the factors that motivated CCK to develop a Service Charter, to establish the challenges that CCK has faced in the implementation of the Service Charter and to find out CCK customer’s expectations after the adoption of the Service Charter and the extent to which they have been met. The target population comprised of CCK staff and customers, and the data collection tools that were used were questionnaires. A total of 45 questionnaires were analyzed. The study found out that the implementation of the Service Charter in CCK had improved service delivery in the core services of CCK. The study recommended for organizations who implement the Service Charter to involve their stakeholders in the process and to have mechanisms for frequent monitoring and evaluation of the adherence to and relevance of the Service Charter.