REPORT ON CLIENT FEEDBACK ON KALRO SERVICES AND PRODUCTS

July 2020-June 2021
Executive Summary

This survey reports on the views of clients visiting KALRO Headquarters on their level satisfaction on our Customer Service. It is divided on two parts with 10 questions. The first part includes personal information i.e. Name, Gender, Age, Email contacts and Telephone number.

The second part includes, rate of services at the gate, reception desk, offices they sought services, rate of professionalism and courtesy of the staff, what they were most pleased with and where they would like KALRO to improve on and whether they would recommend our services to others. The data was collected using a questionnaire which was randomly administered to different walk-in clients. A data analysis was done for attributes that clients considered as important and these are presented in form of percentages and graphs.

Generally, the survey indicates that the overall client satisfaction is over 76%, we can therefore conclude that KALRO clients are generally satisfied with the offered clientele services.

A majority gender of the clients (78%) who visited KALRO were males between the age groups of 30-45 with the highest percentage of 55%, followed by 45-60 at 19%, while the ages of 18-30 at falls at 17% and finally 8% falling under 60 and Over. This means that a majority of the clients visiting KALRO are male aged between 30-45.

Among those who visited KALRO 73% reported that it was not their first visit while 23% was their first time and 88% of the clients rated the efficiency of our services at excellent while 11% rated us as satisfactory. The three top aspects that clients mentioned that they would like to be improved on was the need to have information on a database to always refer to and the need to improve our KALRO website.

In conclusion the survey indicates that a very high percentage of clients visiting KALRO are satisfied with the customer care services they get from KALRO however there are a few section that KALRO needs to improve on especially on the need have information on a database to always refer but generally they are satisfied with KALRO services.

Recommendations on client satisfaction include, the need to aggregate all or most of KALRO products in strategic centers for ease of accessibility, having demonstration centers, stocking of all KALRO products at the satellite centers and advertising of KALRO products and services in media outlets.
Introduction
Customer Satisfaction Survey

Customer Satisfaction Survey can be defined as a process of discovering whether or not a company's customers are happy or satisfied with the products or services received from the company. May be conducted face to face, over the phone, via email or internet, or on handwritten forms. Customer answers to questions are then used to analyze whether or not changes need to be made in business operations to increase overall satisfaction of customers.

It can therefore be viewed in ordinary terms as where an individual is asked to rank or score the level of satisfaction obtained from using a certain service or commodity. KALRO provide various services and products to different stakeholders who include farmers, private and government institutions, NGO’s etc. All the stakeholders have varied requirements on the different services that KALRO offers therefore their level of satisfaction largely depends on KALRO services benefit them at their environment. In order to improve on service delivery to customers KALRO should ensure that there is a continuous improvement on the services and products we offer to our stakeholders. It is against that this background was conducted. It aims at accessing the views of different KALRO clients on their level of satisfaction with different aspects of services and products offered to them and suggests ways to improve on them.

Methodology

The sampling frame (the population considered for the survey) was the walk-in clients at KALRO Headquarters. The survey instrument was a questionnaire which was randomly administered to different customers. The clients were given the questionnaire at the point of entry, filled after visiting the offices they need the services and left the customer questionnaire at the reception when leaving. The data was then entered in excel and analyzed. The final data set used for the analysis comprised of 106 respondents between the period July 2020 and June 2021.

RESULTS AND DISCUSSIONS

The quantitative results presented in this report are derived from descriptive statistics. Cross tabulations have also been used to arrive at the association between variables. Tests for significance by use of person's chi-square test equation after which the chi-square statistic was then used to calculate the p-value

The results are presented using the one form presentations i.e. pie-charts and narratives.
REPORT ON ALL CLIENTS SATISFACTION ON KALRO SERVICES

Gender of Respondents
The survey carried out on all walk-in’s clients at KALRO’s customer care desk has revealed that majority of the customers who visited KALRO between the months of July 2020 and June 2021 were males at 78% and 19% of females while 3% did not mention their gender.

![Gender Pie Chart]

Figure 1: Gender of Respondents

Age of Respondents
The survey also indicated that a majority of the clients who sought services at KALRO were between ages of 30-45 at 55%, followed by 45-60 at 19%, 18% were clients between age 18-30 7% were over 60 and above, while 2% did not mention their ages.

![Age Pie Chart]

Figure 2: Age of Respondents
**Number of Visits**
The survey indicated that a majority of the clients at 73% had already visited KALRO previously while 22% indicated it was their first time to visit KALRO while 5% did not mention.

![Pie chart showing the number of visits](image)

*Figure 3: Number of Visits*

**Level of Satisfaction of KALRO Services at the gate and Reception Area**
The survey indicated 88% of the clients visiting KALRO rated the services offered at KALRO main gate as excellent while 12% were satisfied. At the reception desk 88% rated the services as excellent while 11% rated the services as Satisfactory, while 1% of the clients did not mentioned their level of satisfaction.

![Pie chart showing the level of satisfaction](image)

*Figure 4: Level of Satisfaction of KALRO Services at the gate*
How would you rate our services at the reception desk

- Excellent: 11.1%
- Satisfactory: 88%
- Poor
- Very Poor
- Blank

*Figure 5: Level of Satisfaction of KALRO Services at the Reception Area*

**Offices Frequently visited**

In the survey, it indicates that the 44% of the clients visited mostly Crops Division followed by Corporate Services division at 32% and Livestock Division at 15%.

*Figure 6: Offices frequently visited*

**Level of Satisfaction of KALRO Services at the KALRO Offices**

The survey indicated 71% of the clients visiting KALRO rated the services offered at the offices they visited as excellent while 23% were satisfied and 5% gave a rate of poor.
Rate of Efficiency of KALRO Services Provided
The survey indicated 74% of the clients visiting KALRO rated the efficiency of services provided at the offices they visited as excellent while 20% were satisfied while 5% did not rate of efficiency of KALRO services provided to them.

Rate of Professionalism and Courtesy of KALRO Staff
The survey indicated majority (67%) of the clients rated our professionalism and courtesy of staff between 76-100 %.
Areas most pleased by on KALRO Services
The survey indicated that 37% of the clients were pleased by the services offered while 36% on how they were served by staff and 15% appreciated the information they acquired from KALRO.

Areas of Improvement on KALRO Services
Sampled clients indicated where there is need for improvement including:- There are areas of Availability of a pilot centre in Mavoko constituency, Demonstration centers and whatssup number for communication and seed samples at the facility. Other mentioned include improvement of services at the gate area and allowing hiring of KALRO grounds to shoot video record for songs.
Areas of Improvement on KALRO Services

Recommendation of KALRO Services
81% of the clients indicated that they would recommend our services to other people while 19% did not mention.

Would you recommend our services to others

![Pie chart showing recommendation](image)

CONCLUSION AND RECOMMENDATIONS
From the analysis conclusions have been derived as follows: -

- Most of clients visiting KALRO are return-clients who have previously used KALRO Products and services, this indicates they have previously received good services from KALRO. This kind of clients are important since they can recommend our products and services to other people.
- Clients require KALRO products and services available in a central place
RECOMMENDATIONS
In order for KALRO to respond to the needs of its walk-in clients the survey revealed that

- There is need to pilots centers for demonstrations in different counties
- There need to have seeds and seedling available in centers stocked at the Headquarters offices for ease accessibility and vice versa.
- There is need to have an official what sup number for ease of communication between clients and the institution.
- Availability of Information booklets at the reception area
- Availability of demonstration centers
- Increase of the parking area
- Advertising of KALRO Products and service in media outlets
- Improve on KALRO website and email communication
- Centralization of KALRO products and services sales
- Aggregating of all or most products at one place
- KALRO staff to have identification cards for ease of identification by clients