

**“THE IMPACT OF KEY ACCOUNT MANAGEMENT  
SYSTEM ON THE SATISFACTION AND LOYALTY  
OF KEY CLIENTS; A STUDY IN THE BANKING  
INDUSTRY OF KARACHI”**

**BY**

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# Bahria University Karachi Campus

## MBA Thesis

### 2<sup>nd</sup> Half-semester Progress Report & Thesis Approval Statement

#### Supervisor-Student Meeting Record

S.No	Date	Place of Meeting	Topic Discussed	Signature of Student
5	Nov 11- 2016	Cubicle	Questionnaires and data collection	
6	Nov 25- 2016	Cubicle	Data Analysis and interpretations	
7	Dec 09- 2016	Cubicle	Interpretations and final conclusion.	

#### APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 9% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: Date: 30-01-2017

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## **ABSTRACT**

**Purpose:** *The purpose of the research is to determine what Key Account Management is and how its implementation affects the performance of the organizations. How important this concept is, what are the benefits earned by the organizations after this and for all this 6 service sector companies are chosen from Pakistan's Market and 50 key accounts of the 6 companies. The research will conclude the scenario of Pakistan's service industry with reference to KAM system.*

**Methodology:** *The study involved use of questionnaires filled by 60 key account companies and 6 companies who are practicing key account management system along with the interviews. To analyze the data, MS office and regression through SPSS were applied. The analysis of descriptive data is done by interpreting the responses in general words for the easy understanding.*

**Findings:** *The analysis and comparative results explains the understanding of Key Account Management by the local banking sector companies in Pakistan and it also suggested that companies are getting higher sales, increase in retention ratio of the key clients, increase in satisfaction level of the clientele and improvement in the services; by implementing the KAM system. The benefits and the additional services provided by the key accounts were also identified.*

**Practical Implications:** *The outcomes of the research might help the companies in understanding their KAM practices in a better way and how to resolve the issues the key accounts are still facing. It will also help the other companies who are in the race of implementing this concept in their organizations.*

**Key words:** *key account management system, banking sector, sales, key account.*



TERM REPORT.....	ii
DECLARATION OF AUTHENTICATION.....	iii
LIST OF CHARTS AND FIGURES.....	iv
PLAGIARISM REPORT.....	v
ACKNOWLEDGEMENT.....	vi
ABSTRACT.....	vii

## Table of Contents

1. INTRODUCTION.....	2
1.1 BACKGROUND OF THE STUDY.....	2
1.2 CONTEMPORARY BANKING PRACTISES.....	3
1.3 INTRODUCTION TO KEY ACCOUNT MANAGEMENT SYSTEM.....	3
1.4 PROBLEM DEFINITION.....	4
1.5 PROBLEM STATEMENT.....	5
1.6 RESEARCH OBEJECTIVE.....	5
1.7 RESEARCH QUESTIONS.....	5
2. LITERATURE REVIEW.....	7
2.1 CUSTOMER LOYALTY.....	7
2.2 CUSTOMER RELATIOONSHIP MANAGEMENT.....	11
2.3 KEY ACCOUNT MANAGEMENT SYSTEM.....	13
3. RESEARCH METHODOLOGY.....	19
3.1 CONCEPTUAL FRAMEWORK .....	19
3.2 TYPES OF RESEARCH .....	19
3.3 UNIVERSE AND TARGET POPULATION .....	20
3.4 SAMPLING DESIGN AND TECHNIQUE .....	20
3.5 INSTRUMENTS AND PROTOCOLS .....	20
3.6 HYPOTHESIS .....	20
3.7 RESEARCH FOCUS .....	21
3.8 RESEARCH GAPS AND SIGNIFICANCE .....	21
3.9 RESEARCH LIMITATIONS .....	21
4. ANALYSIS OF DATA .....	23
4.1 HABIB BANK LIMITED .....	23
4.2 UNITED BANK LIMITED .....	24
4.3 MUSLIM COMMERCIAL BANK .....	24
4.4 MEEZAN BANK LIMITED .....	25
4.5 ALLIED BANK LIMITED .....	26
4.6 STANDARD CHARTED BANK .....	26



4.7 RELIABILITY TESTS OF VARIABLES .....	27
4.8 WHAT IS KEY ACCOUNT MANAGEMENT SYSTEM .....	28
4.9 ADDITIONAL SERVICE PROVIDED BY BANK.... ..	29
4.10 HYPOTHESIS#1: EFFECT OF SERVICES ON THE RETENTION OF KEY ACCOUNTS .....	31
4.11 HYPOTHESIS#2: IMPLEMENTATION OF KAM AND SATISFACTION .....	32
4.12 AREAS OF IMPROVEMENT FOR BANKS IDENTIFIED BY KEY CLIENTS .....	33
4.13 PROBLEMS FACED BY CLIENTS AND THEIR SOLUTIONS .....	35
5. CRITICAL DISCUSSION.....	40
5.1 DISCUSSION.....	40
6. CONCLUSIONS AND RECOMMENDATIONS.....	43
6.1 CONCLUSION.....	43
6.2 RECOMMENDATIONS.....	43
7. REFERENCES.....	46
8. QUESTIONNAIRE.....	52