

CUSTOMER SATISFACTION THROUGH KEY ACCOUNT MANAGEMENT IN VEHICLE TRACKING INDUSTRY OF PAKISTAN

By

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A thesis presented to the Department of Management Sciences, Bahria University
Karachi Campus, in partial fulfillment of the requirements
of the MBA degree



FALL, 2014

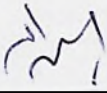
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MBA DEGREE THESIS SUBMISSION FORM

BAHRIA UNIVERSITY, KARACHI CAMPUS

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“Customer Satisfaction through Key Account Management in Vehicle Tracking Industry of Pakistan” in the management science department as part of fulfilment of the MBA degree requirement.

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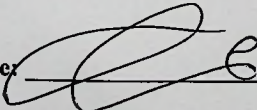
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Abstract

Purpose – The aim of this study is to attempt to understand the role of key account management in enhancing the level of customer satisfaction in the Vehicle Tracking Industry of Pakistan. Satisfaction of customers plays a crucial role in the growth, development, and success of organizations competing in different industries. Key Account Management is a widely used approach that helps the management in focusing on the valuable customers and using strategies to create stronger bonds with them.

Design/Methodology/Approach – This is a deductive and explanatory study, which is based on primary data collected through questionnaires. Previous literature is reviewed and analysed to gather information. Structured questionnaires were designed especially to collect relevant data for the study.

Findings – KAM positively influences the behaviour of customers and has an impact on their level of satisfaction in the vehicle tracking industry.

Research Limitations – It is one of the first attempts to relate customer satisfaction with KAM in vehicle tracking industry of Pakistan. The study identifies KAM as an important variable that influences the level of customer satisfaction.

Practical Implications – The study will facilitate the management of vehicle tracking companies to retain customers and enhance their level of satisfaction by using KAM approach.

Key Words: Key Account Management, Customer Satisfaction, Tracking Vehicles, GPS, GSM.