

Employees' Perceptions of Customer Service at Telephone Communications (Telkom) Call Centres in South Africa

Maxwell Agabu Phiri¹ and Sifiso Mkhize

University of KwaZulu-Natal, School of Management, Pietermaritzburg, Private Bag X01, Scottsville 3209, South Africa

¹Telephone: +27 33-2605843, ¹Fax: +27 33-2606150, ¹E-mail: phirim@ukzn.ac.za

KEYWORDS Attitude. Customer Perception. Performance. Performance Appraisal. Satisfaction

ABSTRACT This paper aimed to discuss the perceptions held by employees towards the objectives of the system employed in their organization to assess their service interactions with customers, their perceptions of fairness of the system, and how such fairness relates to their satisfaction with the assessment outcomes. The study's population, consisting of employees working within service assurance call centres situated in Bloemfontein, Cape Town and Gauteng comprised of 117 respondents. To achieve the paper's objective the researchers used a self-administered questionnaire and the data collected was managed and analysed using the Statistical Package for the Social Sciences (SPSS). The findings of the study indicated that employees perceive the uses of assessing their service interactions with customers as both developmental and administrative, perceive fair outcomes and procedures used in determining the outcomes, they are satisfied with assessment outcomes, view the system used to assess their interactions as effective and trustworthy.