



**Effects of Employees Service Delivery Training on Customer Satisfaction: A Case Of  
Amana Bank Main Branch Dar Es Salaam in Tanzania**

**David Mosoma**

Lecturer, Department of Accounting and Finance  
Ruaha Catholic University

**Salma Mazana**

MBA student,  
St. Augustine University

**Abstract**

The purpose of this research was to study the effects of employees' service delivery training on customer satisfaction. The study intended to examine the influence of service delivery skills on customer satisfaction, the effect of service delivery competence on customer satisfaction, and lastly to determine the level of customers' satisfaction with Amana Bank service delivery. The study used mixed methods and revealed that training equips employees with effective communication skills, patience skills, attentiveness skills, time management skills as well as closing ability, which are all vital for customer satisfaction. Also, employees expand their capacities to offer and manage quality service, deliver promptly, offer satisfactory customer service, build good relationships with customers, as well as provide customers with support. Lastly, it was found that service delivery skills and competences positively influence customer satisfaction: customers consistently use services that they are satisfied with and ultimately persuade others to use the same services.

**Keywords:** *Training, Service delivery, and Customer satisfaction*

***Suggested Citation:***

Mosoma, D. & Mazana, S. (2020). Effects of Employees Service Delivery Training on Customer Satisfaction: A Case Of Amana Bank Main Branch Dar Es Salaam in Tanzania. *Journal of Business Management and Economic Research (JOBMER)*, Vol: 4, Issue: 5,