

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**CHUKA/EMBU**

**FOURTH YEAR SEMESTER ONE EXAMINATION FOR THE AWARD OF DEGREE  
OF BACHELOR OF COMMERCE**

**BPLM 401: CUSTOMER CARE & PUBLIC RELATIONS**

**STREAMS: BCOM Y4S1**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 08/07/2021**

**2.30 P.M – 4.30 P.M**

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**INSTRUCTIONS:**

**Section A question one (1) – is compulsory**

**Section B answer any other two questions**

**QUESTION ONE (1) (30 MARKS) COMPULSORY**

**KENYA POWER SELF –SELF SERVICE APP EASE CUSTOMER QUERIES**

Household and business will soon be able to track progress on complaints made to Kenya Power as the utility firm moves to serve customers better through its self service platform.

The self service platform unveiled in August 2020 currently allows customers to check electricity bills, buy tokens, report a power outage and other incidents.

The utility firm is now mulling adding more features on the platform, which it says is based on customer feedback.

“Service under consideration to be added to the self-service menu are: tracking of the progress on complaint resolution, tracking the progress of new electricity connection application, conversion of the menu into Kiswahili”, said customer experience manager at Kenya Power.

The platform comprise two services, including the my Power app that is available on Android and ISO as well as USSD code \*977# . It was introduced to ride on technology to enhance service delivery and came at a time customers were complaining about estimated or inaccurate billing.

Additional services offered by the self-service platform include self reading that allows postpaid customers to read their electricity meters and conveniently submit the readings to Kenya Power through their mobile phones for accurate billing. It also enables users to check the authenticity of Kenya Power employees by querying their staff numbers to determine whether they are genuine staff or imposters.

The utility firm says there as been a significant drop traffic at its banking hall since the introduction of the platform as customers send in queries remotely.

Data from Kenya Power shows currently, on average there are 550,000 and 1.7 million interactions on the app and USSD code, respectively monthly.

**Required**

- (a) How does the product help KP&LC achieve its customer care objectives? [10 marks]
- (b) Is there anything KP&LC can do to improve its product or process for working together in the future? [10 marks]
- (c) As public relations manager, what role does KP&LC have in making the campaign a success. [10 marks]

**SECTION B –ANSWER ANY OTHER TWO QUESTIONS**

**QUESTION TWO**

- (a) Explain the contrast theory guiding the customer care field. [10 marks]
- (b) As a public relations consultant, prepare a paper entitled, “The media council of Kenya”. [10 marks]

**QUESTION THREE**

- (a) Explain the diffusion theory in the public relations industry. [10 marks]
- (b) As a customer care manager at equity Bank, discuss the P’s of customer care.[10 marks]

**QUESTION FOUR**

- (a) As a public relations manager at Equity Bank, discuss the concept of corporate reputation. [10 marks]
  - (b) As a customer care consultant, prepare a presentation entitled, “ Listening to customers’ to newly recruited customer care officers. [10 marks]
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