

## **DRAFT REPORT OF THE CUSTOMER SATISFACTION SURVEY FOR FINANCIAL YEAR 2022/2023**

### **I. Introduction**

The Communications Authority of Kenya (CA), regularly undertakes customer satisfaction surveys as a strategic approach towards continual improvement in its service delivery goals in line with global best practices.

The Authority through consultant undertook a Customer Satisfaction Survey for the financial year 2022/2023 whose objective was to determine the level of satisfaction by customers with its services. The survey targeted key internal and external stakeholders.

### **II. Findings**

The overall Customer Satisfaction Index (CSI) stood at **80.1** percent which is a **1.9** per cent increased from the FY 2021/2022. All customer segments recorded an improvement in satisfaction levels, as summarized in the table below:

<b>Customer Segment</b>	<b>2022/2023 Index</b>	<b>2021/2022 Index</b>	<b>Variance</b>
<b>Licensees</b>	80.6%	78.9%	1.7%
<b>Suppliers</b>	81.7%	80.5%	1.2%
<b>Consumers served directly by Authority regarding complaints and enquiries</b>	79.9%	75.9%	4.0%
<b>Partners and Affiliates</b>	79.4%	73.9%	5.5%
<b>Internal customers</b>	75.0%	73.9%	1.1%
<b>Overall CSI</b>	80.1%	78.2%	1.9%

### **III. Conclusion**

The findings of this customer satisfaction survey are important levers in enhancing the Authority's service delivery objectives. The final report for shall be published upon completion of the survey.