



UNIVERSITI TEKNOLOGI MARA

**MANAGING CUSTOMER RETENTION IN
ETIQA TAKAFUL KHIRON'S AGENCY
GROUP: A MANIFESTATION OF THEORY
AND PRACTICES**

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DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION

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ABSTRACT

This research investigated the customer retention management in this organization compared to the theory of Customer Relationship Management (CRM), with particularly focus on the customer satisfaction by doing marketing programs and recruiting the right people.

Purpose – The objectives of this research are to identify the application and implementation of customer retention management in this organization; to determine factors that contributes to the customers purchase’s behavior; to dig up on the efficiency of the company handling their customer’s need and wants, and problems that occurs; and to ascertain on the recruiting employees.

Findings – It appears that this organization has not trying to retaining their customers. It is because they have fully depends on Etiqa Headquarters. Thus, this organization only provided certain services for their General Takaful customers. However, they still could not perform well in this insurance and takaful industry. This organization major problem is customer dissatisfaction. They are lacking marketing programs and the way they recruiting is improper.

Keywords Customer Retention, Customer Satisfaction, Marketing Programs, Recruiting Employees

Paper Type Research Paper

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