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**EFFECT OF CUSTOMER ORIENTATION OF
EMPLOYEES ON CUSTOMER SATISFACTION
OF LIFE INSURANCE POLICY HOLDERS IN
COLOMBO DISTRICT**

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of Business Management in Entrepreneurship and Management

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ABSTRACT

With the performance of service personnel often constituting a major element of a service sector, the customer orientation of employees is often regarded as a main determinant of service firm's success. In the context of service organizations, the fulfillment of customer needs and wishes by customer-contact employees can be seen as crucial for gaining a high degree of customer orientation. The purpose of this study is Understands how customer orientation of employees affects customer satisfaction in life insurance industry.

It was used stratified sampling method. Samples of 100 life insurance policy holders who deal life insurance companies were selected, with top seven life insurance head offices from Colombo district. Primary data were gathered through a questionnaire.

This research showed that customer orientation of employees (technical skills, social skills and problem solving ability) had a positive effect on Colombo district life insurance policy holder customers' satisfaction. Technical skills of the employees are the key drivers which influence on customer satisfaction in life insurance industry in Colombo district.

The research dissertation contributes to previous research by adding to existing knowledge regarding what constitutes customer orientation of employees.

Keywords: Customer orientation of employees, Customer satisfaction