

ABSTRACT

Employees are an integral part of the company, which they represent when customers are in contact with them. Personal interaction between the service provider and customer, or the service encounter, is at the heart of most services. Committed employees value their membership in the organization and often develop expectations of continuity.

The purpose of this research was to study the effect of customer orientation (CO) on service workers' responses to their jobs for Samart I-mobile Company Limited. The dimension under customer orientation were (need to pamper, need to read customers mind, need to deliver and need for personal relationships). The dimensions under workers' responses to their jobs were (organizational commitment, job satisfaction and organizational citizenship behaviors).

A self structured questionnaire was distributed to 112 employees and supervisors working for Samart I-mobile. The researcher used descriptive statistics to measure the frequency and percentage for analyzing personal data of the respondents. Inferential statistics used was Pearson correlation for testing hypothesis. Results indicated that need to pamper and need to read customers mind dimensions has a relationship with organizational commitment, job satisfaction and organizational citizenship behaviors. Need to deliver and need for personal relationship does not have any relationship with job satisfaction but is significantly related to organizational commitment and organizational citizenship behavior.

The research findings have important implications for Samart I-mobile Company. Employees should be well updated and trained about customer information infrastructure, other organizational structure and culture changes. Information about customers and knowledge about how it can be best used must be seen as a valuable corporate asset. Organizational assessment surveys can help manage co-worker relationships by showing which issues are problems, where they are a problem, and if there are underlying causes to consider. This allows for the efficient management of factors in your organization that affect overall profitability, creating a competitive advantage.