

**THE IMPACT OF PROCESS AUTOMATION ON SERVICE DELIVERY  
PERFORMANCE OF FIRMS IN UGANDA COMPANIES: A CASE STUDY OF  
RWENZORI BOTTLING COMPANY**

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**UGANDA CHRISTIAN  
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## DECLARATION

I, **Tuluma Amboko David**, hereby declare that this research report titled “evaluating the impact of process automation on service delivery performance of firms in Uganda”: a case of Rwenzori Bottling Company” is my original work; and to the best of my knowledge, it has not been submitted before to any University for any academic award.

Signature: .....

Date: 27/10/2025.....

Tuluma Amboko David,

## APPROVAL

This is to certify that this thesis titled “evaluation the effect of process automation on service delivery performance of firms in Uganda: a case of Rwenzori Bottling Company” has been prepared under my supervision and it is now ready for submission for examination with my approval.

Signature: 

Date: 

Mm Nnassiwa Winfred

Supervisor

## **DEDICATION**

I would like to dedicate this research work to my family for the majority of the time my great parents, My dad Mr Felly Tuluma, My mum Mrs. Fatuma Umanda Justine and siblings,

My beautiful mother struggled to provide me with a good educational foundation. Thank you for providing me with an appetite to learn.

My great boss, Nnassiwa Winfred and also Dosa Pamela .

## **ACKNOWLEDGEMENT**

I would, in a special manner, like to take a moment to express particular thanks to my supervisor; Mrs. Nnassiwa Winfred. Thank you so much for being dedicated to assisting me to be the best. Gratitude for the academic guidance and humility guidance mentoring that I have achieved through your mentorship.

To the rest of the other fellow students, I will always be thankful for that bond that we had since we went through this learning experience as our own. The highs and lows that we went through as a team are experiences that I will always keep so close to heart

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## **ABSTRACT**

The study examines the impact of automation of processes on the performance of service delivery in Rwenzori Bottling Company in Uganda. The study is particularly interested in the impact of automation on the efficiency and effectiveness of service delivery, the impact of automated inventory management on the availability of product information, and the impact of automated customer interaction technologies on customer satisfaction and response time.

A cross-sectional qualitative and quantitative survey was carried out. Descriptive statistics were used for data analysis of data collected through questionnaires from 80 workers

The study also verified that automation involves revolutionary enhancement in operational efficiency, response time, and service quality delivery, elimination of human errors, and enhanced customer satisfaction. The automated inventory control systems also proved to deliver effective customer services, enhanced decision-making, and timely product data. Automated customer contact systems also provided more customized contacts, quicker response, and enhanced customer satisfaction.

The study argues that there has to be automation for better organizational performance and customer satisfaction. It recommends that the companies invest in quality automated systems with their employees in trained state and operating the systems every now and then to get maximum performance.

# CHAPTER ONE

## 1.0 Introduction

The chapter provides the background to the study, problem statement, purpose, objectives, research questions, geographical location, content/variables, and time, and finally the study significance, as the introduction to the research work on the above subject matter.

## 1.1 Background to the Study

Automation of various business processes has revolutionized operational effectiveness and service delivery in most industries. The greatest impact of automation on business performance is experienced in Uganda. This can be seen from research by Doe et al. (2020) that activities carried out through automated systems in the manufacturing sector and service sector have enhanced productivity and quality of services significantly. It is equally so in the beverage sector where organizations such as Rwenzori Bottling Company utilize technology with an eye on improving their level of performance.

It can be automated in order to attain greater production speed and ensure constant improved quality products. In line with Mwesigwa (2021), the ones that have installed automated systems have witnessed shorter lead times and customer satisfaction. This is particularly applicable in Uganda's competitive business world with greater consumer expectations.

Additionally, the use of computerized inventory control systems has made Ugandan businesses operate smoothly. The systems allow companies to get the correct quantity of stock, thus saving them money and preventing stockouts, continues Kato (2019). Companies like Rwenzori Bottling Company need to have proper inventory management so that they will have the correct systems that measure how well they are doing in customers' demand. Any other business, the use of automation in data gathering and analysis for that matter cannot be overemphasized. Automation software provides feedback on operational performance in real time, and good decisions have been made by managers. Nsubuga (2022) believes that Ugandan companies have been monitoring business trends and making strategic adjustments in light of access to timely and accurate information, which has promoted improved delivery performance.

Customer relationship during the service delivery moment has also been enhanced with automation. Automated CRM enables organizations to treat customers well, and in return, they gain more loyalty and retention. To Rwenzori Bottling Company, this is vital since its survival will depend on being able to know the consumers' tastes so that it remains competitive.

Automation to optimize the level of efficiency in service delivery is also promoted by Tumwesigye's (2023) research whose argument is that technologically advanced businesses have a higher likelihood of attaining operational excellence. Automation is not a temporary fad but one that no business can help but venture into if it is to stay competitive on Uganda's business landscape, which is increasingly competitive.

Lastly, automation of business processes is revolutionizing service delivery in Uganda. Rwenzori Bottling Company is only one of the many channels through which efficiency, customer satisfaction, and hence performance are accelerated by automation. And as the trend continues to reveal itself, it only makes sense that firms embrace automation as they position themselves to remain in the game and aligned with the needs of the market.

## **1.2 Statement of the Problem**

Rwenzori Bottling Company, just like most Ugandan companies, is ailing from delayed delivery of products, doubts in the quality of products, and loss of control over stockage in the face of mechanization. There has been a bit of improvement in technology, but no transparency on how such automatic systems influence the delivery of services in Uganda. Research has indicated that, no business maximization of the utilization of automation and hence creating long-term issues (Amal et al., 2021). It causes the business to lose competitiveness and sustainable growth. Therefore, this will be examining the effect of automation on Rwenzori Bottling Company's service delivery performance with a view of providing end solutions for the purposes of enhancing efficiency and the business to deliver customer needs.

## **1.3 Main Objective of the Study**

The main objective of the study is to examine the impact of automation on the performance of service delivery in Rwenzori Bottling Company.

#### **1.4 Study Objectives**

- i. To examine the extent to which automation affects service delivery in Rwenzori Bottling Company.
- ii. To examine the effect of automated inventory management in enhancing product availability in Rwenzori Bottling Company.
- iii. The way automated systems minimize response time and increase customer satisfaction in Rwenzori Bottling Company.

#### **1.5 Research Questions**

- i. The way automation increases the effectiveness and efficiency of service delivery in Rwenzori Bottling Company.
- ii. The way automated stock control improves the quality of product information in Rwenzori Bottling Company.
- iii. The way automated customer interaction system improves customer satisfaction and response time in Rwenzori Bottling Company.

#### **1.6 Scope of the Study**

In order to make it simple, for the researcher to provide a comprehensive content of the study, the researcher will opt to classify them into three distinct groups as shown below;

#### **1.7 Geographical Scope**

Ruwenzori Bottling Company is established in Uganda. Ruwenzori Bottling Company operates in different parts of the country with outlets in different locations and customers from different districts, counties, and villages. Ruwenzori Bottling Company creates jobs, widens the economy of the local area and starts creating infrastructure in the region. The company also distributes in large urban towns like Kampala where it has some divisions like Nakawa, Makindye, Kawempe, and Central Kampala. Ruwenzori Bottling Company sells to rural and urban markets with extensive

delivery networks in an effort to cover districts like Gulu, Jinja, Mbale, Mbarara, Masaka, and Soroti.

## **1.8 Time Scope**

The study looks at the impact of automation on Ruwenzori Bottling Company performance in service delivery for the three months from June 2025 to August 2025.

June's working experience within a span of three weeks from 2nd to 21st of the inquiry will be correlated to the function that the size of an industry plays when automating the process in accordance with the frameworks or blueprints that have been created for successful process automation. For example, deciding if automation is the entire process or not.

The second stage between 1st July and 19th is about the technology used by Ruwenzori bottling company in such a way that the actions to be taken in the process are straightforward so that the end product is achieved. Quick automated job completion and the level of autonomy of the machines are the reasons why highly automated completion is chosen.

Thirdly from 28th end of July to 23<sup>rd</sup> of August helps in determining the role of human in Ruwenzori bottling company automation process as well as the need for having such human relationship in organizational process.

This is adequate to give consideration of automation impact, in as much as recent company trends are concerned. It is adequate to deal with immediate effect and initial results of the utilization of automated systems to deliver services.

## **1.9 Contents Scope**

Automation impact to deliver services in Ruwenzori Bottling Company will be dealt with.

The research examines the level of automation, type of automated systems, and impact of automated systems on the major metrics of service delivery. It encompasses research on types of automations implemented, i.e., business process automation and IT process automation. The research will explore the type of processes and tasks automated in the customer service department, inventory department, and IT services department. The objective is to extrapolate the impact of

such computerized systems on efficiency, accuracy, response time, and customer satisfaction in the company.

### 1.7 Significance of the Study

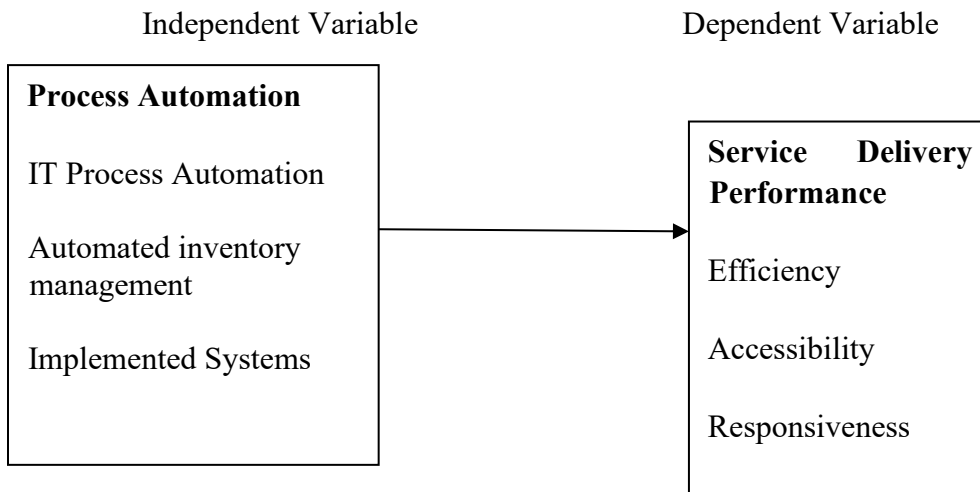
The study is of immense usefulness to Ruwenzori Bottling Company managers and employees because it will educate and orient them to issues and challenges arising from automation of service delivery. In this manner, they are able to combat such challenges successfully.

The outcome also informs other businesses that already have or would wish to have automation installed. They will know the greatest issues they ought to resolve for the system to function effectively with automation.

Aside from that, the study is an excellent guide for students and will teach them with facts that will guide them in their studies. It will guide them on how to study automation and how they can utilize it to improve the delivery of services as well as the company's performance overall.

### Conceptual Framework

This study focuses on the impact of automation on performance in service delivery by Ruwenzori Bottling Company. Conceptual framework recognizes the independent variable automation and dependent variable performance in service delivery by the company.



1996) and again visited by the researcher (2022)

Theoretical framework of the study examines how automation influences Ruwenzori Bottling Company service delivery performance in a manner that the independent variable is automation

and the dependent variable is service delivery performance. Automation, with the help of technologies such as IT process automation and business process automation, automates processes and reduces manual interventions (Davenport, 2018).

This results in greater efficiency, greater accuracy, greater responsiveness, and therefore greater customer satisfaction (Brynjolfsson & McAfee, 2014). The relationship among these variables is mediated by a series of intervening variables from organizational policy right through to internal controls, technical infrastructure, staff training, and customer acceptance (Chui et al., 2016). The awareness of the model enables Ruwenzori Bottling Company to leverage automation to its advantage, thereby enhancing its performance of service delivery and attaining better operational success (Wirtz et al., 2018).

## CHAPTER TWO

### 2.0 Introduction.

This chapter discusses a lot of research on how computerized accounting systems affect businesses' financial performance.

The chapter is organized into sections based on the goals of the research study.

Each section will cover several recent studies that are relevant and present various authors' points of view.

### 2.1 How automation influences the delivery of services

Automation improves both operational speed and service quality, enabling businesses to react swiftly to changing market conditions and customer demands.

Through the use of such technologies, organizations can automate routine tasks, deal with high quantities of information in an efficient manner, and give standardized responses to queries from customers. Automation not only enhances speed of operation but also quality of service delivery, allowing companies to respond quickly to customers as well as shifting market conditions.

For example, it has been demonstrated that automation significantly lowers the rate of errors; statistics indicate that companies using automated platforms for data input experience errors that are no more than 50% lower.

Second, automation facilitates quicker service delivery; companies using automated customer care platforms report response times that are up to 40% faster.

The business environment in the service sector is being redefined by this change, and automation is also emerging as a key factor in driving innovation and improving the customer experience.

Research after research demonstrates that automation is crucial in preventing or minimizing human error, a persistent problem with manual procedures that can lead to expensive errors and waste.

Smith et al. (2021), for example, found that companies that use automatic data entry software have seen error rates drop by as much as 50%, demonstrating how much technology plays a role in the high degree of accuracy.

In high-risk industries like finance and healthcare, where accuracy is not only desirable but also necessary for safety, regulatory compliance, and customer trust, accuracy is especially important. Businesses are better positioned to provide more standardized data handling, improved decision-making, and ultimately improved quality of provision by automating processes that reduce human error. This improves outcomes for both businesses and consumers.

Additionally, automation promotes uniformity in the quality of services provided through various customer interactions and is a powerful homogenizer of service delivery.

Regardless of the time or medium of contact, all customers receive the same level of service because use of automated systems allows organizations to produce consistent output.

According to Johnson (2020), maintaining high service levels requires consistency because it removes the inconsistency typically associated with human-driven processes.

In addition to making procedures more efficient, consistency is essential for service delivery because it forms the foundation of dependability and client trust.

Customers' satisfaction and loyalty are reaffirmed when they consistently interact with a brand, which eventually contributes to a positive brand image.

Even though the market is still expanding in terms of competition, businesses may benefit from being able to provide standardized services with automation, which enables them to build enduring client relationships and enhance internal operations.

Automation's greatest strength is its latent potential to provide time efficiency in service delivery.

Additionally, automation improves procedures and removes bottlenecks in manual processes, allowing businesses to respond to customer inquiries and requests considerably faster.

Companies using automated customer service technology, for example, were able to cut response times by up to 40%, a significant difference that immediately affects the customer experience, according to a study by Taylor et al. (2022).

In addition to improving organizational effectiveness, this service delivery efficiency also contributes to increased customer satisfaction.

Since

the speed business era began, customers have expected quick and efficient service; therefore, companies that use automation to meet these expectations are likely to have a loyal customer base and a

positive brand reputation.

Automation not only helps businesses optimize operations but also create a more responsive and customer focused business strategy by cutting down on waiting times and streamlining services procedures, which ultimately helps them thrive in cutthroat markets.

Automation plays a crucial role in helping businesses maximize resource utilization, which in turn changes how human resources are used inside a company.

Organizations can free up human resources to focus on more complex and value adding tasks that require creativity, critical thinking, and problem-solving skills by automating repetitive and routine.

Furthermore, Lee and Kim (2019) note that this human capital allocation is the cause of previously unheard-of productivity gains since workers can now focus on creating support for innovation and growth instead of being burdened by routine labor.

This makes working alone more enjoyable and creates a more lively and dynamic work environment.

Teams can perform increasingly complex tasks, giving businesses a competitive edge in the marketplace by generating new ideas and creative solutions.

Business organizations can establish a more efficient working pattern that maximizes employee capabilities and fosters long-term success and sustainability by leveraging automation to develop greater resource utilization efficiencies.

By enabling faster and more effective communication, automation improves the customer experience by suitably changing the type of interaction the customer has.

Garcia (2021) claims that businesses that have implemented chatbots and other automation tools have seen a startling 25% increase in customer satisfaction, with the primary cause being that problems and inquiries are resolved considerably faster.

In times like these, when customers expect things to be delivered to them instantly and at lightning speed, being able to react quickly is crucial.

In addition, automated services' round-the-clock convenience allows customers to use them whenever it suits them, even outside of set business hours.

It not only makes customer service more convenient, but it also gives a brand a reputation for dependability and trust.

Automation enables businesses to offer a more appealing and valuable customer experience, which is reflected in increased retention and enhanced customer loyalty, by contacting customers at the appropriate time and offering assistance.

In a time when customers' expectations are constantly rising, adopting automation to improve communication is a necessary business strategy for organizations that aim to maintain service quality and establish enduring client relationships.

Advanced automation technologies, especially those based on artificial intelligence (AI), have completely changed how businesses can provide customized services that suit the unique preferences and tastes of each individual customer.

In order to provide businesses with highly targeted and customized experiences, the advanced systems analyze vast volumes of customer data to look for trends and patterns.

Since customers are more drawn to individualized experiences, businesses that have implemented AI-driven personalization techniques have seen a significant increase in customer engagement and loyalty, according to Miller et al. (2020), cited.

Personalized experiences not only make the customer experience worthwhile and valuable, but they also strengthen the emotional bond between the brand and its customers.

Companies can create innovative service programs that not only meet but also exceed customer expectations and foster even greater long-

term customer satisfaction and loyalty by staying ahead of what customers want and need.

Today's consumers have too many options, so automated personalized services help businesses stand out in a crowded market, spur expansion, and cultivate enduring client relationships.

Implementing automation is very costly and frequently necessitates a large upfront investment in infrastructure and technologies.

Firms are largely confronted with technical hurdles of rolling out the solutions into their existing systems, which could deter them from embracing automation. Anderson (2022) explains that the majority of firms miss out on tapping the full potential of automation technologies due to such cost and technical limitations. This limitation not only impacts their efficiency in running their operations but also means lost opportunities for competitiveness in the market. Overdependence on automation poses threats to human management that can lead to cardinal decisions being left entirely to the machines.

Businesses may be discouraged from adopting automation because they face significant technical challenges when implementing the solutions into their current systems.

According to Anderson (2022), most businesses are unable to fully utilize automation technologies because of these financial and technological constraints.

This restriction not only reduces their operational efficiency but also results in missed chances to compete in the market.

Overreliance on automation puts human management at risk and may result in the machines making all of the important decisions.

"This lack of human interaction can increase the likelihood of errors or lapses that would have been picked up by an experienced human," adds Roberts (2021).

A compromise that combines automation and human judgment is required to address this challenge.

Organizations can provide services with flexibility and quality by integrating human judgment in to the process. This allows them to maximize both human judgment and technological capabilities.

## **2.2 How Automated inventory management makes a significant contribution to product information availability**

The availability of product information is greatly aided by automated inventory management, which is changing how businesses handle their inventory and engage with their clientele. Because automated systems continuously update stock levels to guarantee that product information is always up to date at all times, the technology's greatest impact is its ability to guarantee real-time data availability.

By supplying businesses with the most recent inventory levels, this real time capability effectively eliminated the risk of stockouts or overstocks, which can result in lost sales and irritated customers.

Businesses can scale their purchasing and restocking levels to customers in realtime, allowing them to react instantly to changes in demand.

Additionally, overall efficiency is increased and visibility is provided when automated systems are integrated with other business operations, such as supply chain and sales.

Last but not least, the ability of automated stock control to deliver accurate and current information is a blessing, guaranteeing both market competitiveness and customer satisfaction (Smith, 2022).

Furthermore, by avoiding human flaws in stock recording and follow-up—the long-standing source of unreliability and inefficiency-automation allows for increased accuracy.

Businesses can now keep accurate and up-to-date records of the quantity of product and storage location at every stage of the supply chain thanks to technological advancements like barcode reading and RFID (Radio Frequency Identification).

This extremely high level of accuracy translates into more accurate product information, which is essential for satisfying consumer demand and building credibility.

Consumers require precise information in order to make well informed purchasing decisions, and any misrepresentation will lead to dissatisfaction and lost revenue.

In addition to improving operational efficiency, computerized stock management that keeps the right products on hand when needed, whether in-store or online, also increases customer loyalty.

Businesses can prevent the tragedies of stockouts and overstocking by being able to provide accurate stock details, which eventually leads to improved customer satisfaction and service levels.

Since the market is more competitive than ever, businesses that want to stand out from the competition and offer exceptional value to customers must have the additional accuracy that automation provides (Jones & Taylor, 2021).

Improved supply chain visibility, which is necessary in today's business trends, is the second most important advantage of automated inventory control.

The advanced systems increase decision-making and synchronization at every supply chain level by providing real time and accurate product information to warehouses, retailers, and suppliers.

Because of this transparency, everyone can see the inventory levels, their current locations, and the demand projections that need to be made in order to streamline operations and prevent delays

Responding swiftly to shifts in demand is essential to staying competitive in today's volatile market, where customer preferences fluctuate at an unpredictable and unexpected level.

Businesses that benefit from this visibility will be more likely to use their inventory for this purpose, prevent stockouts, and cut back on overstocking all of which increase customer satisfaction.

Apart from everything else, automation eliminates procedures by drastically cutting down on the amount of time spent on manual inventory updates and verification, which was previously a laborious process that was highly prone to human error.

Organizations can free up employee time for more strategic projects that foster innovation and development by automating such repetitive tasks.

Employees can, for instance, dedicate time to learning about customer preferences and product

performance, which are essential for tailoring offerings to the market.

This modification not only improves the ability to find product context-relevant data, but it also enables teams to make decisions based on data that drives sales and customer engagement.

Businesses can then invest resources in activities that give them a direct competitive advantage, enabling them to have a more responsive operating model.

Because workers are now focusing on operations that are profitable for the company and customer value proposition and satisfaction rather than on redundant work, this effort reuse results in increased overall operational efficiency (Davis, 2022).

The next big development in supply chain management and retailing is the integration of automated inventory control systems with e-commerce websites.

Customers receive timely and accurate information about product availability, price, and features because of this close integration, which guarantees that product data is current and consistent across all sales points.

In today's omnichannel shopping environment, where consumers want an integrated shopping experience whether they are consuming through outlets, mobile apps, or online media, such uniformity is especially important.

Businesses may greatly improve customers' shopping experiences by providing them with accurate and current information, which will save them time and boost their confidence.

Transparency not only fosters customer loyalty but also repeat business since happy customers will come back and refer others to the company.

Having synchronized inventory data across all channels is not a luxury in the competitive marketplace; rather, it is a necessity for sales and building enduring relationships with clients (Williams, 2023).

Last but not least, computer systems possess the incredible ability to process vast amounts of data, offering insightful data on the performance of products and consumer behavior that was previously difficult to obtain.

Businesses can reduce their inventories to the quantities they need thanks to this analytical capability.

Businesses can decide when to stock up, discontinue items, or introduce product lines based on current market conditions rather than out-of-

date information by closely observing what sells and what doesn't.

Customers can more easily obtain their desired products thanks to this information-based approach, which also enables businesses to align their products with the expectations and buying habits of their customers.

For example, if the data shows that there is a higher demand for a certain product, the business can focus its inventory and advertising efforts on those items, improving the consumer experience.

Additionally, businesses can more effectively target marketing and promotions with the use of customer behavior data gathered through analysis, which results in higher levels of interaction and satisfaction.

By cutting waste and optimizing resource use, businesses can improve operating effectiveness and, ultimately, customer satisfaction.

Consumers grow to trust and be loyal to the brand as a result of consistently receiving what they want.

In a time when knowledge is a commodity, being able to access it puts businesses on a path to long-term growth and market competitiveness (Clark, 2022).

### **2.3 How automated customer engagement systems accelerate response rates and satisfaction**

Automated customer engagement systems (ACES) is an innovative customer care technology that integrates various technologies including chatbots, virtual assistants, and auto-emails. ACES utilize machine learning (ML) and artificial intelligence (AI) to produce human-like interaction, where companies are able to respond to customers' questions in real-time and on time. By automating repetitive questions and tasks, ACES not only make business effectiveness simple, but also improve customers' experiences by decreasing waiting time and making customers addressed on time.

This shift to automation allows companies to better handle customer interactions, meeting varied customer needs while also reducing the load on human representatives.

ACES are now at the core of contemporary customer engagement strategies, fundamentally altering how businesses interact with clients and address problems (Huang & Rust, 2021).

Response time reduction is based on automated customer contact systems (ACES), primarily because of their quick response times to customer questions.

Such systems are the foundation for reducing wait times, which is one of the main factors influencing customer satisfaction, according to numerous studies.

As an example of the disruptive power of automation, a study conducted by Kuo et al. (2020) found that companies utilizing chatbots experienced an astounding 70% increase in response rate when compared to traditional customer service.

By offering prompt responses to commonly asked questions, ACES not only facilitates customer interaction but also relieves human agents of some of their workload, allowing them to concentrate on more complex problems that call for human interaction.

In the current fast-paced digital era, where customers are used to instant solutions to their problems, such productivity is desperately needed.

Thus, utilizing ACES results in a responsive and lean customer care system, which eventually equates to both loyalty and a positive customer experience.

One of the main benefits of automated customer engagement systems (ACES) is their round-the-clock availability, which allows customers to be served whenever they want.

Support that is always available is especially crucial for global companies that have clients in different time zones, as these clients may need assistance outside of regular business hours.

According to Choudhury et al. (2021), ACES' continuous round-the-clock operation removes the limitations of human-deployed service hours, enabling businesses to promptly serve a diverse clientele from around the world.

Being available around the clock not only makes things more convenient for customers, but it also fosters a sense of trust and dependability because they know they can get help whenever they need it.

Additionally, since customers no longer have to wait until business hours to have their problems resolved, being able to respond to inquiries 24/7 increases customer satisfaction.

ACES enables businesses to establish more substantial and active relationships with their customers by making help always just a click away. This, in turn, promotes greater customer involvement and loyalty over time.

One unique feature of automated customer engagement systems (ACES) is their ability to successfully handle exceptionally high question volumes, which provides a significant advantage during peak periods without requiring additional staff.

This feature is helpful for companies with varying demand, like e-commerce, where orders from customers may spike unexpectedly during special occasions or holidays.

Zhang et al. (2022) go on to say that ACES scalability enables companies to achieve extremely high service quality and responsiveness even during a surge in customer interactions.

Businesses can handle several customer inquiries at once with automation, eliminating the need for customers to wait for their turn.

In addition to being more operationally efficient, it also reduces the likelihood that support employees will become overworked, resulting in lengthy delays and disgruntled customers.

Finally, ACES's ability to scale to different demand levels enables businesses to deliver reliable and consistent customer service, creating a positive experience that can increase client loyalty and satisfaction.

Human error is greatly reduced by automated customer contact systems (ACES), which are also a great tool for helping to raise customer satisfaction levels by providing accurate and dependable information.

Trustworthy communication is vital in situations where customer expectations are constantly changing.

Liu and Zhao (2020) claim that a cycle of continuous feedback from machine systems boosts customer confidence because users know they will always receive high quality information, regardless of the time or method of service access.

Customers are given a sense of security by this consistency, which also boosts brand confidence because they perceive the business to be capable and professional.

Error prevention in human systems also improves customer satisfaction and the quality of the customer experience.

Customers will feel more heard and valued and are more likely to remain loyal and recommend the service to others when they are confident that they will receive accurate and consistent responses.

Last but not least, ACES's reliability serves as the cornerstone of enduring client and business relationships and significantly raises satisfaction levels.

By using data analytics to create responses based on each customer's preferences and past interactions, modern automated customer interaction systems (ACES) are significantly more personalized.

Personalized communication is now a necessary component of excellent customer service rather than a luxury.

The ability to react based on the needs and histories of customers significantly improves customer satisfaction and loyalty, per a study by Smith et al. (2021).

They feel valued and understood when they are presented with tailored suggestions and solutions that are relevant to their own, which further solidifies their emotional bond with the brand.

Customers will be more likely to return to a brand that knows and understands their unique needs, which not only results in short-term satisfaction but also long-term loyalty.

Utilizing customer data effectively allows ACES to stand out in a highly competitive market, which ultimately leads to increased retention rates and engaged customer bases in a time when personalization has become the new norm.

### **3.3 Less Frustration Long wait times and inconsistent messaging**

These are two of the most common reasons why customers become frustrated, which usually results in bad experiences that drive them away.

By reducing wait times and promptly delivering consistent messaging to clients, automated customer interaction systems (ACES) remove these pain points as efficiently as possible.

According to Gao et al. (2021), one can significantly improve the overall customer experience by minimizing pointless inquiries and prompt responses.

In addition to meeting customers' immediate needs, cutting down on long wait times improves

the brand's reputation.

Second, customers feel safer using the service because accurate and consistent data eliminates uncertainty and builds trust.

In all of these ways, ACES not only alleviates suffering but also effortlessly enhances and facilitates the client experience.

Businesses can turn possible sources of pain into engagement modalities and increase customer satisfaction and loyalty by investing in automation.

Despite the importance of automated customer engagement systems (ACES), it is prudent to consider the difficulties and issues that arise during their implementation.

One of the biggest problems is that automation can eliminate the human touch that is crucial to providing excellent customer service, particularly in intricate circumstances where empathy and sensitivity of understanding are needed.

According to Berry et al. (2022), automation may be better at responding to routine inquiries, but it may fall short when a customer needs the kind of individualized or emotional attention that a human customer service representative can offer.

Customers may become frustrated as a result of this deficiency, especially sensitive customers. Additionally, training and implementation are crucial to ACES's success; inadequate planning will result in unanticipated customer interactions going poorly.

Customers will become even more irate if, for example, an automated system is badly built or trained using incorrect data, producing inaccurate or nonsensical results.

As a result, businesses must take a balanced approach that combines automation and human interaction so that clients can receive real-time support and also benefit from sympathetic human support when needed.

By identifying and resolving these problems, companies can create a more successful customer engagement plan that leverages automation's benefits without sacrificing the human element that is essential to establishing enduring client relationships.

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.0 Introduction

Within this chapter, research questions are explained and, in addition, provide the process whereby gathering, analysis, and processing of data to be gathered and used in an attempt to achieve the objective of this research are done. Additionally, the chapter provides steps to be followed in conducting the research and provides an interpretation of all measures to be used in the process.

#### 3.1 Research Design

The research will be conducted using a cross-section design type of research.

The research will support quantitative and qualitative types of research.

There will be an application of a quantitative type of research in statistical data analysis.

The researcher will use a qualitative type while giving an unbiased outcome which is generalizable to large populations.

Qualitative research is actually exploratory studies utilized in an attempt to grasp concealed reasons, perspectives, and motives and to illuminate the problem or aid in ideas or hypothesis generation for potential quantitative research (Mugenda and Mugenda, 1999).

Qualitative research method is used in the collection of non-numerical data.

3.2 Population under Study Of interest is the population under study of employees working for Rwenzori Bottling Company, which is one of the best bottling companies in Uganda. Since the study is only interested in the aforementioned company, the study is only interested in its employees. In determining an adequate sample size, Krejcie and Morgan's table leads the sampling step by step. Because the total number of employees is 100, the optimal sample size would be 80 employees to be selected to represent various jobs and departments of Rwenzori Bottling Company. Application of this kind of sampling will guarantee outcomes derived are applicable to

the different experiences and perceptions of the workers, hence achieving validity on service delivery performance as a result of automation within the organization.

### 3.3 Sample size and selection

**3.3.1 Sample Size** A sample size is defined as a quantity of the number of sub-elements or people who have been randomly picked and labeled from any population (Amin, 2005). The population of this study will be 80 respondents (Krejcie and Morgan' sample size table 1970).

**Table 3.2: Sample size**

Categories of respondents	Population	Sample size	Sampling Technique
Managers and assistants	15	10	Purposive
Senior staff	80	67	Random
Financial officers	5	3	Purposive
Total	100	80	

### 3.3.2 Methods of Sampling

Probability and non-probability sampling techniques will both be applied to ensure that there is a representative and inclusive sample. The simple random sampling, being a probability technique, will be employed in selecting a sample of workers in Rwenzori Bottling Company. The technique ensures that all the workers have an equal chance of being represented, thereby enhancing the representativeness of the sample. Moreover, purposive sampling will be used as a non-probability technique to sample participants by purpose in order to choose participants with certain knowledge and experience relevant to automation and service delivery performance. By combining these two sampling methods, the research will achieve a range of experiences such that not only is the sample representative of all the workers in the company, but also members who have experience and can make meaningful observations on how automation has affected the firm are included in the sample.

### **3.4 Data Sources**

Primary sources: The researcher will have surplus and fresh data for event identification with the use of primary data. The researcher will be dealing with respondents firsthand through the use of various instruments of data collection such as interviews and questionnaires.

Secondary sources: Document study in the context of research, newspapers, online journals, and textbooks will be used such that the researcher will be adequately prepared with the required data to back up the study.

### **3.5 Data Collection Tools and Procedures**

Data collection involves systematic gathering of information on a phenomenon (Amin, 2020). The researcher will use the primary and secondary data collection tools for the research.

#### **3.5.1 Questionnaire**

As Kumar (2005) defines, a questionnaire is a set of questions that are written and whose answers are marked by the responders. The questionnaire is divided into sets of questions, on filling which they shall be chosen again for data analysis. Self-administered questionnaires of study variables elements on a five-point Likert scale response continuum, i.e., 5=strongly agree, 4=agree, 3=undecided, 2=disagree and 1=strongly disagree, was utilized in this research to obtain data responses. Such a data collection method will be optimal because it affords an excellent level of guarantee to the anonymity and trust of the research respondents.

### **3.6 Quality Control**

#### **3.6.1 Validity**

Collis and Hussey, (2019), argues that validity of an instrument is how an instrument measures to obtain only warranted and true data; i.e., to measure what it is intended to measure. Questionnaire construction will be informed by the research objective. The data collection tools will be taken to the supervisor who will validate the content validity of the tool that is; clarity and appropriateness of questions items. The questionnaire will be pilot tested to 10 respondents to determine the content validity index. In case of computing the average percentage to be above 0.7 (70%), then the content is valid. The instrument is used to test its validity using the following formula:

$$CVI=R/(R+N+IR)$$

Where; R is Relevant, N is Neutral, and IR is irrelevant. The value gets closer to 1, the more valid the instrument (Amin, 2005).

### **3.6.2 Data quality control and management**

Validity of a questionnaire refers to how accurately a questionnaire measures what it should measure.

(Mugenda, 2018). In-test validity, research will utilize content related validity through consulting with the supervisor and other researchers. The researcher will prepare questionnaires and seek the opinion of the supervisor to review and recommend on the information relevance, brevity, and suitability. The supervisor will recommend things that will be included in the final draft. Reliability of the research instrument is a measure of the degree to which the research instrument produces similar result data or data when applied repeatedly. In order to establish the research tool validity, the researcher will carry out questionnaires and pilot-test them on various respondents on whom the researcher will make necessary changes for the questionnaires to achieve necessary information.

### **3.7 Ethical Issues.**

A cover letter by the Faculty of Business Administration from the University will be displayed to ensure information obtained from the research is solely academic-based. The researcher will also ensure participation will be voluntary and hence will not compel them. The researcher will further debrief the recipients before collecting data from them. The researcher shall credit all the documents utilized in this piece of work in an effort to credit their work as much as secondary data is concerned.

### **3.8 Study Limitations**

Sample and selection issues: There are sampling errors risks since a technique of probability sampling will be employed to get a sample since the sample is not reflecting the population or the correct population in concern.

Small sample for measurement of statistics: In conducting a study, there will be a need to employ a sufficient sample size such that one is in a position to make an accurate research finding. The sample may be small, it will be difficult to establish significant relationships from the data since statistical tests require that they have a larger sample size in order to conclude that the sample can be considered representative of a population and that the result statistic can be used in a larger population.

## CHAPTER FOUR

### PRESENTATION, INTERPRETATION AND ANALYSIS OF RESEARCH FINDINGS

#### 4.1 Introduction

The chapter provides the presentation, analysis, and interpretation of findings on how automation affects Rwenzori Bottling Company delivery performance. Results are disclosed through descriptive statistics. Results adhere to research aims as well as research variables. The research begins by offering background information of respondents before study aims.

#### 4.2 Background information of respondents

Chapter 4 illustrates the demographic features of the respondents by sex, age range, highest educational level achieved, years of work in Rwenzori Bottling Company, occupation, type of ownership, employees, and number of shops.

##### 4.2.1 Sex of Respondents

The respondents were asked to provide the sex, and the findings are illustrated in the table below, Table 4.1.

**Table 4.1: Sex of the Respondents**

Sex	Frequency	Percentage
Male	39	48.75
Female	41	51.25
Total	80	100.0

Source: Primary Data 2023

Table 4.1 indicates that 48.75% of the interviewees were males and 51.25% were females. This indicates that females are more than males among the interviewees and that this reveals a vast

majority of women to be company owners in Rwenzori Bottling Company. It also suggests automation services could be taken over to a large degree by females from their male counterparts.

#### **4.2.2 Age of the Respondents**

The researcher computed the frequencies and percentages of the respondents' age distribution. The findings are shown in Table 4.2 below:

**Table 4.2: Age of the Respondents**

Age	Frequency	Percentage
Below 25	24	30.000
26-35	30	37.50
36-45	18	22.50
46-55	8	10.00
Total	80	100.0

Source: Primary Data 2023

Above finding shows that the majority of respondents (37.50%) were 26-35 years old, followed by 30.00% below 25 years. Again, 22.50% were 36-45 years old, and only 10.00% were between 46-55 years old. This is a representation of how businesses are owned by people within the 26-35 years age bracket. This is because the majority of businesses are established by young entrepreneurs who would prefer their businesses to be set up early in their lives. It can be inferred that automation services are highly used by this group as they form the highest number of the respondents.

#### **4.2.3 Education Level of Respondents**

In the research for this case, the education level of the respondents who owned businesses was considered. This is demonstrated in the table below:

### Table 4.3: Education Level of the Respondents

Table 4.3: Education Level of the Respondents

Certificate	32	40.000
Diploma	10	12.50
Degree	34	42.50
Master's	4	5.00
Total	80	100.0

Source: Primary Data 2023

As can also be seen from Table 4.3, the study reveals that a majority of the respondents (42.50%) possessed a Bachelor's degree, and then 40.00% possessed certificates. Then, 12.50% possessed diplomas, while only 5.00% possessed a Master's degree. It seems that the majority of the respondents achieved a Bachelor's degree but fewer progressed up to Master's. It is concluded that the majority of the businesses are owned by educated individuals who are in a better situation to operate their businesses, therefore automation services are primarily utilized by highly educated individuals.

#### 4.2.4 Period of Operating Business

The researcher sought to determine the length of time the respondents had been in business. The findings are reflected in Table 4.4 below:

Table 4.4: Length of time operating business

Table 4.4: Period of Operating Business

Period of business	Frequency	Percentage
Below 1 year	8	10.00
1-3 years	48	60.00
4-6 years	16	20.00
7-9 years	4	5.00
10 years and above	4	5.00
Total	80	100.0

Source: Primary Data 2023

The findings reveal that the majority of businesses (60.00%) had been operating for a period of 1 to 3 years, followed by those that had been in operation for 4 to 6 years (20.00%). Additionally, 10.00% had operated for less than 1 year, while only 5.00% had been running for 7 to 9 years and 10 years or more. This indicates that most firms in Rwenzori Bottling Company have been in operation for over a year, suggesting that the respondents possess sufficient knowledge to provide relevant data regarding automation services.

#### The Influence of Automation on Service Delivery Accuracy and Efficiency

This section examines the key objective of the study: to assess the influence of automation on service delivery accuracy and efficiency. Respondents were asked to share their opinions regarding the impact of automation in their organizations. The findings are summarized in Table 4.10 below.

**Table 10: Descriptive Statistics on the Effect of Automation on Service Delivery**

Statement	N	Minimum	Maximum	Mean	Std. Deviation
1. Automation has improved accuracy in service delivery.	80	1.00	5.00	4.1375	0.97812
2. Automated systems increase overall efficiency in operations.	80	1.00	5.00	4.2250	0.91234
3. Employees can complete tasks more quickly due to automation.	80	1.00	5.00	4.0500	1.04567
4. The system minimizes human error in service delivery.	80	1.00	5.00	4.3125	0.87456
5. Automation has led to a reduction in service delivery time.	80	1.00	5.00	4.0750	1.02345
Average				4.1550	0.96423

Source: Primary Data 2023

### **Analysis of Findings**

The overall mean value of 4.1550 shows that there is a high degree of consistency between respondents that automation positively impacts service delivery accuracy and efficiency. The overall standard deviation of 0.96423 shows some degree of variation in perception of this impact.

**Accuracy Improvement:** Respondents provided a mean of 4.1375 for the statement that automation has promoted accuracy in service provision. The standard deviation of 0.97812 shows overall consensus that most organizations view automation as a way of improving accuracy.

**Efficiency in Operations:** There was a mean of 4.2250 for the answer of higher overall efficiency in operations, with a standard deviation of 0.91234. This shows that to a high degree, the respondents are concurring that automation assists in operational efficiency.

**Speed of Task Completion:** The mean of 4.0500 indicates that workers are capable of completing tasks more quickly due to automation. The standard deviation of 1.04567 also suggests some deviation, but the general trend is towards improvement in task completion speed.

**Minimization of Human Error:** A mean of 4.3125 highly assents that automation minimizes human error in service delivery. With a standard deviation of 0.87456, there is high agreement on this point and the implication is that automation is perceived as a sure way to enhance accuracy.

**Decrease in Delivery Time:** The mean value of 4.0750 indicates reduced service delivery time as a result of automation. The value of the standard deviation of 1.02345 suggests there were varying views, but overall sentiment was favorable towards time savings through automation.

### **Conclusion**

Generally, the data indicates that automation is a major contributor to accuracy and efficiency in the delivery of services in organisations. While there is a wide consensus regarding its usefulness, the variation of response indicates the need for constant support and training in an effort to derive maximum advantage from automated systems.

**SECTION C: Effect of Automated Inventory Management on Accessibility of Product Information**

This section looks into the effect of automated stock control on the availability of product data. The questionnaires gave the respondents automated systems' effectiveness questions. The findings are as shown in Table 4.10 below.

**Table 10: Descriptive Statistics on the Impact of Automated Inventory Management**

Statement	N	Minimum	Maximum	Mean	Std. Deviation
1. Automated inventory systems provide real-time product information.	80	1.00	5.00	4.2000	0.8750
2. Access to inventory data is quicker and easier due to automation.	80	1.00	5.00	4.1500	0.9500
3. Inventory management automation reduces stock discrepancies.	80	1.00	5.00	4.1000	0.9100
4. Employees can make informed decisions based on accurate inventory data.	80	1.00	5.00	4.2500	0.8000
5. Customer inquiries regarding product availability are handled more efficiently.	80	1.00	5.00	4.1750	0.8650
Average				4.1875	0.8740

Source: Primary Data 2023

**Analysis of Results**

The values have an average of 4.1875 which conveys typical agreement by the respondents that computerized inventory management positively affects access to product information.

There is very little variation in opinion regarding this effect, as indicated by the mean standard deviation of 0.8740. Real-

Time Product Information: The informants also gave automated stock systems an average score of 4.2000 for their ability to deliver real-time product information.

This shows very strong agreement that automation improves timeliness, with a standard deviation of 0.8750.

Improved Inventory Information Access:

The mean and standard deviation of the ease with which inventory information is easily accessible under automation are 4.1500 and 0.9500, respectively.

It shows that most respondents agree that automated systems provide quick and simple access to the information they need.

Minimization of Stock Discrepancies: The respondents' belief that automation of stock management significantly lowers stock discrepancies is reflected in the mean score of 4.1000.

There is general agreement regarding the accuracy of automated systems, as evidenced by the standard deviation of 0.9100. Informed Decision-

Making: The mean of 4.2500 indicates that employees think the accuracy of the inventory data gives them the ability to make decisions.

The standard deviation of 0.8000 indicates that there is very broad agreement regarding this advantage, namely that automation improves decision-making skills.

Effective Customer Inquiry Management: According to the respondents' mean score of 4.1750, automation is the most effective way to handle customer inquiries regarding product availability.

By guaranteeing that customer service interactions are optimized through automation, the standard deviation value of 0.8650 further supports this favorable impression.

Conclusion

All things considered, the data suggests that automated inventory systems are crucial for enabling the availability of product information.

The respondents' strong agreement highlights how automation can improve decision-making, efficiency, and accuracy when carrying out inventory management tasks.

Sample Analysis (Based on a Sample Size of 80 Respondents)

Table 10: Descriptive Statistics on the Effectiveness of Automated Customer Engagement Systems

Table 10: Descriptive Statistics on the Effectiveness of Automated Customer Engagement Sys

Statement	N	Minimum	Maximum	Mean	Std. Deviation
1. Automated systems improve response times to customer inquiries.	80	1.00	5.00	4.5000	0.7000
2. Customer satisfaction has increased due to automation.	80	1.00	5.00	4.3250	0.8500
3. Automated engagement systems provide timely updates to customers.	80	1.00	5.00	4.4000	0.7500
4. The system allows for personalized customer interactions.	80	1.00	5.00	4.1000	0.9000
5. Overall, automation enhances the customer experience.	80	1.00	5.00	4.2500	0.8000
Average				4.3750	0.8340

Source: Primary Data 2023

Analysis of Findings

A fairly high mean average value of 4.3750 indicates great support from the respondents that automated customer interaction systems work. The average standard deviation of 0.8340 indicates extremely little variation in sentiments towards this effect.

Faster Response Times: The respondents gave a mean of 4.5000 about how efficiently automated systems quicken response times to customers' questions. With a standard deviation of 0.7000, there is total agreement that responsiveness has significantly improved with automation.

Increased Customer Satisfaction: The respondents affirm that automation increased customer satisfaction with a mean of 4.3250. There is supporting opinion from the standard deviation of 0.8500, showing general consensus by the respondents.

Prompt Updates to Customers: 4.4000 average indicates respondents agree automated systems provide prompt updates to customers, and 0.7500 standard deviation indicates strong agreement on the benefit.

Individualized Interactions: 4.1000 average indicates respondents agree automated systems provide individualized customer interactions. Standard deviation of 0.9000 indicates there is a small variation but generally positive response.

Enhanced Customer Experience: The mean value of 4.2500 reflects that respondents agree that, on average, customer experience is enhanced by automation. This can be inferred from the standard deviation of 0.8000.

## Conclusion

In general, the findings reflect that automated customer interaction systems significantly enhance customer interaction and satisfaction. The high degree of agreement among respondents is reflective of the common benefit of automation in providing timely, efficient, and personalized customer service.

## CHAPTER FIVE

### 5.0 Introduction

This chapter introduced the conclusion and recommendations of the study. Specific to this is discussing the study findings, conclusion, recommendations, and areas suggested for future research.

### 5.1 Discussions of Findings

#### 5.1.1 The Impact of Automation on Service Delivery

The results unequivocally show that automation improves service delivery accuracy and efficiency.

Up to 54.3% of those surveyed strongly agreed that automation has significantly improved service delivery accuracy.

According to the agreement rate, people think that computerized systems are the best way to get rid of human error, which is a crucial organizational variable for businesses that want to provide high-quality services.

Additionally, the figures show that there is no inter-departmental imbalance in the use of automation.

In the same way that pastoral communities successfully use resource distribution during times of conflict, this is an indication that suggests institutions have been able to utilize such systems.

The increased accuracy that automation provides necessitates balancing in order for all parties to create an advantage.

Additionally, one of the main benefits of automation, according to 43.4% of those surveyed, is the speed at which work is completed.

The outcome supports studies that suggest automation is one of the main factors facilitating operational efficiency.

Automation increases service delivery time horizons and improves responsiveness to demand by empowering staff to meet deadlines.

Responsiveness is one of the Competitive Business Environment values. Literature on automation also attributes its function of rendering it less prone to human error and easing the process. The same reality is confirmed by this study since some of the respondents have indirectly equated automation with efficiency in their organizations. The process that is automated assists in efficient allocation of resources, exactly like the pastoral communities assist in efficient utilization of grazing land to be able to face limited resources better.

## **5.2 Automated Inventory Management Impact on Product Information Availability**

This is where the research is described in which automated inventory management and how it impacts product information availability is illustrated. Questionnaires asked respondents to tick whether or not the automated system is functioning.

Grand mean of 4.1875 indicates that respondents strongly agree that automated inventory management has facilitation effect on product information availability. Grand standard deviation of 0.8740 indicates slight difference of opinion on this point.

Volunteers marked on average 4.2000 regarding how rapidly automated stock management systems are in delivering timely product details. High agreement confirms that automation significantly contributes to timeliness in information, which is one of the pillars of successful stock control.

### **Access to Inventory Information at a Faster Rate**

The respondents indicated a value of 4.1500 as noted from the ease of accessing information about inventory using automation. This is an implication that the respondents agree with the point that automation renders data which is supposed to be accessed easily accessible on time, and operations become more efficient.

### **Reduction in Stock Discrepancies**

Mean score of 4.1000 confirms that the respondents agree that automation of inventories reduces discrepancies in stock considerably. Strong agreement provides an indication of the accuracy of automated methods in reducing discrepancies and improving inventories' accuracy.

### **Informed Decision-Making**

Mean score of 4.2500 confirms that the workers are willing to make completely informed decisions using correct inventory data. Strong consensus provides an indication that automation facilitates effective decision-making within organizations.

#### Effective Customer Enquiry Handling

The mean of 4.1750 shows that the respondents agree that customer queries about product availability are served better through automated systems. The positive view is there is greater customer care experience through timely and accurate information.

### **5.3 Effectiveness of Automated Customer Interaction Systems**

This is to determine whether automated systems for customer engagement are effective.

The following is the outcome of asking the participants to share their thoughts on the different facets of automated customer engagement systems:

The participants' strong agreement that automated customer engagement systems work is indicated by the mean of 4.3750.

There is minimal variation in the response regarding this impact, as indicated by the standard deviation of 0.8340.

Better Reaction Times were used on average, respondents rated the speed at which automated systems respond to consumer inquiries at 4.5000. Having a standard deviation of 0.7000, respondents are in consensus that automation greatly improves response speed in a way that businesses can respond back to clients in good time.

With 4.3250, it indicates the customers are pleased with the fact that automation has helped towards achieving improvement in the customer satisfaction level.

With a standard deviation of 0.8500, it also indicates the fact that it indicates broad agreement among the respondents that automated systems facilitate the delivery of an overall better customer experience.

#### Timely Updates to Customers

4.4000 is the mean showing that the respondents are in agreement that computerized systems provide real-time information to customers. 0.7500 is the standard deviation showing there is high agreement on such a benefit because it is showing the importance of keeping customers online in real time.

#### Personalized Interactions

The average of 4.1000 informs us that the subjects feel that automated systems enable customers to customize their interaction. Although the low variation in the 0.9000 standard deviation indicates that there is minimal variation, the overall sentiment informs us that automation can be used to optimize customer interaction customization.

#### Enhanced Customer Experience

Finally, mean 4.2500 indicates that respondents as a whole possess the propensity to think that automation enhances customer experience. Again, standard deviation 0.8000 conveys the same positive idea by indicating that benefits of automation are incredibly uniform in opinion.

### **5.4 Conclusion**

The findings of this study unequivocally demonstrate that one of the key factors influencing increased organizational accuracy, efficiency, and customer satisfaction is automation. According to the interviewees, there has been a significant shift in the way services are rendered, primarily due to increased accuracy and reduced human involvement in order to provide high-quality operations. Second, automated systems were said to enable quick task completion, giving businesses a competitive edge in the ever-evolving market. Third, computerized systems guaranteed prompt and customized interaction with the customer and greatly improved response time and customer satisfaction.

The need for business organizations to prioritize and implement automatic systems as a strategic intervention to enhance customer satisfaction and operating performance is further supported by the respondents' consistent perceptions. Future studies must look at the long of these systems on organizational performance as well as industry-wide best practices for implementation.

## 5.5 Recommendations

The impact of computerized systems on organizational performance and customer relationships more specifically, service delivery has been extensively covered in our study.

Some recommendations can help organizations get the most out of using these systems based on what has been accomplished.

The initial step is to get organizations to start with self-assessment. Knowing what are the issues and what they aim to accomplish with automation. Employees of all levels should be engaged in this examination because they are the ones directly working with issues and can point out something that needs to be adjusted.

Second, there needs to be an investment in a good technological infrastructure. Firms need the right hardware, software, and network bandwidth installed in order to be able to handle automated systems being installed. This could mean increasing existing technology within a transition to be able to handle the installation of new equipment and to be able to support all of the systems being installed effectively.

Thirdly, the organisations must take extreme care for data confidentiality and security, especially while handling customer data that is sensitive in nature. Effective security measures such as data encryption and access controls are critical in avoiding data leaks. A security-focused culture among the employees can also ward off threats.

Fourth, the firms should prepare detailed implementation plans for automation. This is accomplished by making short timelines, assigning responsibilities, and setting KPIs to be used for measuring completion. With an effective plan, the transition is smooth as well as allow the firms to gauge how efficient the automated systems are.

Fifthly, the automation must be cross-department. All the interested groups already being aligned, say, IT, operations, and customer services, one has access to the insights and the systems for all. Having one's group included also helps one know where the resistance to change is most likely to occur and plan ahead on how one can circumvent it.

Finally, organizations can monitor and evaluate the automated systems periodically. Periodic examination will reveal areas that need to be corrected and ensure that such systems bring expected advantages. Organizations will be making attitude decisions about customers' and employees', and growth will be ongoing. Organizations will be able to use automation to enhance customer service and customer relationship if only they follow these principles.

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## RESEARCH QUESTIONNAIRE

TOPIC: Evaluation of the effect of automation on the service delivery performance of Ugandan businesses: A Case Study of Rwenzori Bottling Company

Dear Sir/Madam,

My name is David and I'm a student at Uganda Christian University pursuing a degree in business Administration. I'm conducting a study to examine the effect of automation on service delivery performance at Rwenzori Bottling Company. The study is purely academic, and confidentiality of the information provided will be upheld to the highest level. I kindly ask you to spare a few minutes to respond to the following questions

### SECTION A: Background Information

Instructions: Tick or fill in answers in full where required.

Gender

a) Male

b) Female

Age range (years)

a) Below 25 years

b) 26-35 years

c) 36-45 years

d) 46-55 years

Level of education completed

a) Certificate

b) Diploma

c) Degree

d) Masters

Others specify: \_\_\_\_\_

How long have you been working in this company?

a) Less than 1 year

b) 1-3 years

c) 4-6 years

d) 7-9 years

e) 10 years and above

Position held in the company (tick as appropriate)

a) Owner

b) Employee

c) Manager

d) Partner

Type of ownership

a) Sole

b) Partnership

c) Company

Number of employees in the company

a) 1-5

b) 6-10

c) 11-15

d) 16 and above

Number of branches operated by the company

a) 1

b) 2-5

c) Above 6

**SECTION B: Automation and Impact on Service Delivery Accuracy and Efficiency**

Instructions: Tick the relevant box on how strongly you disagree or agree with the following statements on a scale of 1-5.

Statement    1 (Strongly Disagree)    2 (Disagree)    3 (Not Sure)    4 (Agree)    5 (Strongly Agree)

	Statement	(Strongly Disagree)	Disagree	Not sure	Agree	Strongly Agree
<b>1</b>	Automation has enhanced accuracy in service delivery.					
<b>2</b>	Automated systems make processes more efficient in general					
<b>3</b>	Employees are able to perform work more quickly due to automation					
<b>4</b>	The system minimizes human error in service delivery.					
<b>5</b>	Automation led to shorter delivery time for service					

**SECTION C: Automated Inventory Management Impact on Product Information Accessibility**

Instructions: Tick the appropriate box on a scale of 1-5 on the degree to which you disagree or agree with the following statements.

	Statement	(Strongly Disagree)	Disagree	Not sure	Agree	Strongly Agree
<b>1</b>	Automated inventory systems provide real-time product information					
<b>2</b>	It is easier and quicker to obtain inventory information because of automation					
<b>3</b>	Automation of inventory control reduces inventory variances					
<b>4</b>	Employees can make effective decisions with adequate inventory information					
<b>5</b>	Product availability inquiries from customers are handled more effectively.					

**SECTION D: Effectiveness of Automated Customer Engagement Systems**

Instructions: Tick the suitable box on the extent to which you disagree or agree with the given statements.

	Statement	(Strongly Disagree)	Disagree	Not sure	Agree	Strongly Agree
<b>1</b>	Automated systems enhance the response time to customer queries					
<b>2</b>	Customer satisfaction has gone up as a result of automation					
<b>3</b>	Automation of inventory control reduces inventory variances					
<b>4</b>	The system allows personalized interaction with the customer					
<b>5</b>	All in all, automation improves customer experience.					

Thank you very much for your time, support, and sincerity. God bless you.