

## Customer Relationship Management Practices in Public Health Sector of Nigeria: Nuances from a Single Teaching Hospital

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### ABSTRACT

*The study empirically examined Customer Relationship Management Practices in the Public Health Sector of Nigeria: Nuances from a single Teaching Hospital. The respondents were 125 adult patients selected randomly. Descriptive survey research design and specifically the cross-sectional design was employed to conduct the study. The study population was all adult patients who consecutively accessed services at any of the service points in the hospital. The sample was drawn using simple random sampling techniques and the sample size was determined using Taro Yamen formula. The data for the study was obtained using a structured questionnaire based on the five-point Likert scale. Research hypotheses were formulated and analysed using the regression equation with the help of statistical package for social sciences research software version 22. The findings revealed that there is a positive and significant relationship between quality customer service and referral, health care service delivery process and referral and knowledge creation and referral. We, however, concluded that, specifically, the customer relationship management will positively affect customer satisfaction in the University of Port Harcourt Teaching Hospital. We, therefore, made the relevant recommendations based on our findings and conclusion.*

**KEYWORDS:** Customer relationship management, Customer satisfaction, Referral, Healthcare service delivery process, Quality customer service, Knowledge creation.

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