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Customer Service and Loyalty. Case of a Barranquilla Telecommunications Company

Servicio de Atención y Fidelización de Clientes. Caso de una Compañía de Telecomunicaciones Barranquillera

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Abstract

Introduction: Nowadays, companies dedicated to provide television, internet and telephony services are forced to be more innovative within an increasingly fierce market. **Objective:** To explore customer loyalty as a differentiating factor that provides competitive advantages in this fierce market, based on the particular case of an anonymous telecommunications company in Barranquilla. **Methodology:** A quantitative approach was used, with descriptive typology and non-experimental design, starting with surveys constructed on a Likert scale of five options, together with a set of statements through which, by telephone, the point of view of 96 customers was collected. As an analysis technique, a Rating Scale with two levels (low and high) constructed within the SPSS statistical program was used to classify the perception. **Results:** The score for customer service was highly favorable. **Conclusions:** According to the customers' perspective, the essential dimensions of quality: tangible elements, response time, offer and empathy, are an added value to the catalog of services offered by this company and, at the same time, directly influence their loyalty to it.

Keywords: Perception; Telecommunications; Added value.

Resumen

Introducción: En la actualidad, las empresas dedicadas a prestar servicios de televisión, internet y telefonía están obligadas a ser más innovadoras dentro de un mercado cada vez más reñido. **Objetivo:** Explorar la fidelidad de los clientes como factor diferenciador que otorgue ventajas competitivas dentro de este feroz mercado, partiendo del caso particular de una empresa anónima de telecomunicaciones en Barranquilla. **Metodología:** Se realizó un enfoque cuantitativo, con tipología descriptiva y diseño no experimental, inició con encuestas construidas en escala Likert de cinco opciones, junto a un conjunto de afirmaciones mediante las cuales, por vía telefónica, se recogió el punto de vista de 96 clientes. Como técnica de análisis, se usó una Escala de Valoración con dos niveles (bajo y alto) construida dentro del programa estadístico SPSS, con el fin de clasificar la percepción. **Resultados:** La puntuación para el servicio de atención fue altamente favorable. **Conclusiones:** Según la perspectiva de los clientes, las dimensiones esenciales de calidad: elementos tangibles, tiempo de respuesta, oferta y empatía, son un valor agregado al catálogo de servicios que oferta esta compañía y, al mismo tiempo, influyen directamente en la fidelidad que le profesan a la misma.

Palabras clave: Percepción; Telecomunicaciones; Valor agregado.

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Introduction

In recent years, studies published concerning the behavior of consumers of digital services, have shown a rise in the demands of customers for the services they get from telecommunications companies, registering the emergence of consumers with high standards and expectations due to a greater tendency to use digital media in everyday life (Cárdenas, 2020). This phenomenon has prompted several global studies to determine the degree to which telecommunications users are satisfied with the services they receive, in addition to evaluating how the perceived quality of these services influences the reputation accomplished by telecommunications companies in an increasingly tough market. Thus, it has been shown that the level of consumer perception directly influences both positioning and service delivery (Barriga, 2019) and making known conclusive aspects in the work of providing telephony, internet, and television services, causes stimuli for improvement in the technical components that weigh on the quality of service (Tisalema et al., 2019). That is why this research project aims to demonstrate the relationship between the quality of customer service offered by a telecommunications company in the city of Barranquilla and the loyalty of corporate customers affiliated with it. This will be done by measuring the customer's perception and based on the hypothesis that the high quality of service works as an extra value of positioning for this company.

To fulfill this purpose, the research is structured as follows. First, a theoretical review, to exhibit not only an overview of the most relevant concepts but also a set of theoretical considerations to guide the methodological development, possible hypotheses, and results of this project. Secondly, the methodological route to be used, highlighting the approach, collection techniques, and analytical methods. Then, a section dedicated to presenting the findings, and finally, a detailed analysis regarding the scope and conjectures of such findings.

2. THEORETICAL FRAMEWORK

According to researcher Lidia Murillo Moreno (2018), good communication with the consumer has long been an undervalued tool but one that has such a crucial role in the management of relationships with users, especially if what is expected is that these users develop bonds of continuity and trust with the company. According to Murillo, to ensure the occurrence of this effective communication with the consumer, proper customer service is based on a portfolio of adaptive and organized activities aimed at providing constant assistance and support, by whatever means. Based on the results of this initial contact, the customer becomes a spokesperson for the company, taking an evaluative role from his experience, approving and rejecting products, which would influence the extended period within the search and attraction of new customers.

Quality in organizations reaches different levels depending on how and in what manner well they satisfy customer needs and the perception they obtain. In other words, achieving excellence in service means getting users to have a preferred perception of previous expectations. In other words: final consumer without complaint has obtained excellence in the service he acquired.

The author proposes to estimate the value that is inherent in the opinion that customers constantly create about companies and their offers. Her warning is based on the fact that, although there may be favorable similarities between the quality of the customer service and the mental appreciation that the customer constructs of it, at other times, this coincidence does not occur. To understand this a little better, it is necessary to initiate and go deeper into this concept of perception. To do this, we must turn to one of the currents of psychology that has most developed a theory on the subject: cognitive psychology.

Perception is an adaptive psychological response of the subject, the result of two streams of information that interact to carry out this cognitive process These two currents are, on the one hand, all stimuli that come from the outside and are compiled by the senses, and on the other, which encompasses all previous learning, motivations and experiences that the individual stores in memory, which serve as an interpretative filter of all those external stimuli. It is precisely this last characteristic that causes those perceptions are never completely equal to each other among individuals (Cárdenas & Monga, 2020).

According to the vision of Riccio et al. (2019), within the telecommunications market, knowing the perception of customers plays an important role in strengthening their loyalty to the brand, which can be highly beneficial since this is a market that is constantly innovating in terms of companies, products, and services due to the advancement of new technologies. From this, it is necessary to refer to loyalty, or what becomes the post-purchase attitude of the customer.

From the beginning, customer loyalty has been subscribed to a series of behaviors directed in support of a certain brand within a specific period. When reviewing works such as García (2000), loyalty is referred to the number of purchases made by an entity providing goods or services, proposing a sequential view of the phenomenon.

However, this type of approach has proposed the idea that loyalty can only be understood in terms of purchase and not from the most significant aspects of the company-customer relationship, in which it is crucial to present an effective good or service, to encourage good and new references to the supplier company. Therefore, this project proposes not to study customer loyalty based on their purchasing behavior, since this criterion falls into a very subjective approach to problematization. Instead, it is necessary to opt for a more objective vision where loyalty is taken as an internal posture of the customer to continue to prefer the goods or services, in response to the conscious efforts of the company to maintain this commercial relationship (Pamies, 2003).

METHODOLOGY

According to researcher Hernández Sampieri et al. (2014), the quantitative approach is essential for establishing behaviors or making predictions since it uses data collection and statistical processing to prove or disprove hypotheses through a sequential process. Likewise, given that what was sought was to pinpoint, as much as possible, the properties and distinctiveness of two variables (current customer service of a telecommunications company and the perception of corporate users of that company), it is clear that this work was placed in a descriptive typology.

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Similarly, a non-experimental design is used since, in its development, the variables are not handled or manipulated by the researcher. In this type of research proposal, no situations are generated in which the variables will interact, but they are simply observed interacting in existing situations without the provocations of the subject who conducts the research (Hernández Sampieri et al., 2014).

In addition, for this work, the population was assumed as that contiguous, definable, or numerically indefinable, that have common characteristics and that are the object of study (Arias & Covinos, 2021).

Every organization is made of a group of users, whether individuals or organizations, who function as the public on which its actions fall (Cucchiari, 2019). Corporate users are all those organizations that have a commercial relationship and interest with the company ABC Telecommunications, and that have the power to influence, whether for profit or not, the future development of the company. What was done was to take information from the internal database of this company where the total list of corporate clients in agreement with the company is stored. This extraction was carried out by one of the members of the group who, to date, has a formal employment relationship with the company and therefore has unlimited access to this database.

It is imperative to clarify that in order not to compromise the employment status of any member of this research or the privacy required to handle these files extracted from the company, data or information that identifies the company or its affiliated clients who were contacted during the approach of this research will not be disclosed. This is because, while researchers are obliged to report their findings, they must also respect, as far as possible, the desire of sources and participants to have their identities protected. To achieve this, information is recorded in such a way that the individuals and organizations to which it refers are not recognized by outsiders (Meo, 2010). Under these guidelines, the research design continued. After reviewing the database, it was found that the corporate team had a segment of approximately one thousand corporate clients. However, as an exclusion criterion, only those belonging to the city of Barranquilla were taken into account, which left a total of 700 clients. Then, the feasible sample for the research had to be found and the following formula was applied:

$$n = \frac{N.Z^2.P.Q}{e^2.(N-1)+Z^2.P.Q}$$

Where n = sample size sought; N = population size; Z = confidence level; e = accepted margin of error; P = probability of success; Q = probability of failure (1 - P).

The result is obtained considering a confidence level of 90%, an average deviation of 1,645, and a margin of error of 8%, from which the calculation is made. As a result, we obtain a random sample of 96 corporate clients with which it is possible to achieve highly accurate results based on the previously established confidence level and margin of error.

Regarding the relevant techniques and instruments to achieve the proposed objectives, the survey technique was taken into consideration, as the questionnaire is one of the most widely used techniques due to the ease of its creation, application, and analysis. In addition, it can cover many participants (Tisalema et al., 2019). This research instrument was designed with the primary objective of

identifying the degree of satisfaction of corporate users regarding the attention provided to their requirements by the telecommunications company ABC.

To this end, it was crucial to identify the primary dimensions with which customer service must comply. It is known that the SERVQUAL Model, together with its dimensions (Trust, Responsibility, Security, Empathy, and Tangible Components) is one of the most reliable theoretical models in terms of measuring the quality of service (Bustamante et al., 2019). However, for this project, it has been decided to adapt the model to a faster measurement, adding the principles of Riveros (2007) for the design of the surveys are presented:

Table 1

Dimensions	Definition	Number of Questions
Tangibles	Everything that the corporate client perceives is physical evidence of the service	2
Responsiveness	Any form of prompt attention towards corporate clients provided in a friendly and accurate manner.	5
Offer	Ability to build credibility in the service offered	4
Empathy	Ability to provide personalized attention.	7

Note: Bustamante et al. (2019)

The survey was constructed with a Likert scale of five options (strongly disagree, disagree, neither agree nor disagree, agree, strongly agree) together with a set of items presented in the form of statements or judgments, to which the participants were asked to react. In other words, each statement was presented, and the respondent was asked to externalize his or her reaction by choosing one of the five items or categories of the scale. Each point was assigned a numerical value between 1 and 5. Thus, the participant obtains a score concerning the statement and at the end his total score, adding up the scores obtained about all the statements (Hernández Sampieri et al., 2014). In addition, given the conditions and guidelines under which the project is executed, the survey was designed under purely descriptive standards, that is, its purpose was to allow researchers to build a record of the attitudes of the surveyed population at the specific time when the survey was being conducted. The method of application is by telephone, which allows capturing the respondent's answers at the same pace as the respondent is answering. This allowed the researchers to devise an effective summary of what respondents were thinking at the time. Likewise, due to the desire to respect the anonymity of the corporate users, only an identification number was assigned to the participant, so as not to skimp on control over the number of respondents.

For the presentation and analysis of the results by dimensions of service, a Rating Scale with two levels (low and high) built within SPSS (Statistical Package for Social Sciences) was used to classify the perception of the following. In applied statistics, a scale is a scale of scores obtained with a measuring instrument that allows its interpretation, by attributing a certain value to each of them. Sánchez et al. (2018) define that the scale "is a quantitative standard that is established after a research process called standardization or normalization of an instrument. Could be expressed in a weighted score such as a percentile, typical, stanine scale or other criterion adopted by the researcher" (p. 23). To construct an effective scale, minimum and maximum values, measurement rules and the content

of the measuring instrument must be taken into consideration, so that if x < limit, it will be taken as low, and if x > limit, it will be taken as high.

Results

Tangibles

Regarding this dimension of customer service, composed of two items in the survey, it was found that 88.5% of customers agree with the physical appearance and advertising material. The results are summarized below, showing that the appearance and dress of customer service personnel are indeed considered by customers and, consequently, favor quality.

Figure 1

Perception of tangible elements

LOW
HIGH
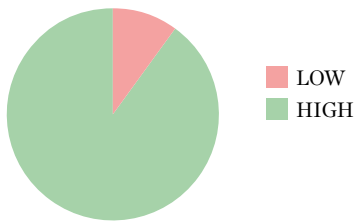
Table 2

The advertising material is visually striking and provides pertinent information to make decisions regarding the service.

	Frequency	Percentage	Valid Percentages	Cumulative percentage
Neither disagree nor agree	11	11,5	11,5	11,5
Agree	44	45,8	45,8	57,3
Very agree	41	42,7	42,7	100,0
Total	96	100,0	100,0	

Table 3

*Costumer service personnel display good physical appearance and appropriate clothing.*

	Frequency	Percentage	Valid Percentages	Cumulative percentage
Disagree	2	2,1	2,1	2,1
Neither disagree nor agree	12	12,5	12,5	14,5
Agree	42	43,8	43,8	58,3
Very agree	40	41,7	41,7	100,0
Total	96	100,0	100,0	

Response

The ability to help, attention to concerns, and willingness had 61.5% of consent. However, the highest approval was evident concerning the skills of customer service personnel in the respondents' requests (Table 4), as shown below:

Figure 2.

Perceived responsiveness

LOW
HIGH
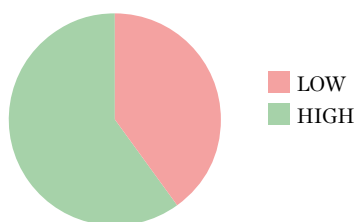
Table 4

Customer service staff resolve needs from the first contact.

	Frequency	Percentage	Valid Percentages	Cumulative percentage
Disagree	7	7,3	7,3	7,3
Neither disagree nor agree	33	34,4	12,5	14,5
Agree	40	41,7	43,8	58,3
Very agree	16	16,7	41,7	100,0
Total	96	100,0	100,0	

Table 5

Customer service staff show interest in your requests.

	Frequency	Percentage	Valid Percentages	Cumulative percentage
Disagree	5	5,2	5,2	5,2
Neither disagree nor agree	36	37,5	37,5	42,7
Agree	41	42,7	42,7	85,4
Very agree	14	14,6	14,6	100,0
Total	96	100,0	100,0	

Table 6

Customer service staff communicate with their customers in a friendly and appropriate manner all the time.

	Frequency	Percentage	Valid Percentages	Cumulative percentage
Disagree	3	3,1	3,1	3,1
Neither disagree nor agree	34	35,4	35,4	38,5
Agree	41	42,7	42,7	81,3
Very agree	18	18,8	18,8	100,0
Total	96	100,0	100,0	

Table 7

Time that customers must wait for their requirements to be met is prudent.

	Frequency	Percentage	Valid Percentages	Cumulative percentage
Disagree	30	31,3	31,3	31,3
Neither disagree nor agree	30	31,3	31,3	62,5
Agree	28	29,2	29,2	91,7
Very agree	8	8,3	8,3	100,0
Total	96	100,0	100,0	

Table 8

Once the request is completed, the customer service staff asks if you need help with any other issue.

	Frequency	Percentage	Valid Percentages	Cumulative percentage
Disagree	8	8,3	8,3	8,3
Neither disagree nor agree	39	40,6	40,6	49,0
Agree	33	34,4	34,4	83,3
Very agree	16	16,7	16,7	100,0
Total	96	100,0	100,0	

Offer

In this dimension composed of four items, a consensus of 67.7% of the clients surveyed was obtained about the safety, handling, and operability of the customer service personnel. The results summarized below show that there is a markedly positive perception of the staff's handling of the products and display of knowledge about the services offered by the company, as well as the confidence they demonstrate. Likewise, there is a notable agreement regarding the feeling of the service offered versus the service received.

Figure 3.

Perception of the offer

LOW
HIGH
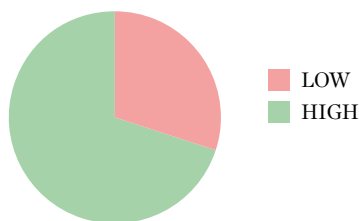
Table 9.

Customer service staff demonstrates security and confidence when they are speaking with clients.

	Frequency	Percentage	Valid Percentages	Cumulative percentage
Disagree	3	3,1	3,1	3,1
Neither disagree nor agree	30	31,3	31,3	34,4
Agree	54	56,3	56,3	90,6
Very agree	9	9,4	9,4	100,0
Total	96	100,0	100,0	

Table 10.

Customer service staff proposes practical and effective solutions to all customer needs.

	Frequency	Percentage	Valid Percentages	Cumulative percentage
Disagree	1	1,0	1,0	1,0
Neither disagree nor agree	35	36,5	36,5	37,5
Agree	52	54,2	54,2	91,7
Very agree	8	8,3	8,3	100,0
Total	96	100,0	100,0	

Table 11.

*The quality of the service that is offered in the first instance is that which is received.*

	Frequency	Percentage	Valid Percentages	Cumulative percentage
Disagree	2	2,1	2,1	2,1
Neither disagree nor agree	36	37,5	37,5	39,6
Agree	50	52,1	52,1	91,7
Very agree	8	8,3	8,3	100,0
Total	96	100,0	100,0	

Empathy

Regarding empathy, composed of seven items, 77.1% of the clients agreed with personalized attention, identification of needs, and treatment by name by customer service personnel. In addition, the vast majority admitted having good references and being satisfied with the service. Even so, the indifference indicator also showed considerable increases.

Figure 4.

Perception of empathy

LOW
HIGH
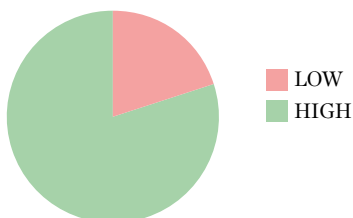
Table 12.

Customer service staff demonstrated extensive knowledge about the services and products offered by the company.

	Frequency	Percentage	Valid Percentages	Cumulative percentage
Disagree	1	1,0	1,0	1,0
Neither disagree nor agree	32	33,3	33,3	34,4
Agree	54	56,3	56,3	90,6
Very agree	9	9,4	9,4	100,0
Total	96	100,0	100,0	

Table 13.

Behavior of customer service staff generates security and trust in customers.

	Frequency	Percentage	Valid Percentages	Cumulative percentage
Disagree	1	1,0	1,0	1,0
Neither disagree nor agree	30	31,3	31,3	32,3
Agree	50	52,1	52,1	84,4
Very agree	15	15,6	15,6	100,0
Total	96	100,0	100,0	

Table 14.

Customer service staff shows respect when responding to requests made by you.

	Frequency	Percentage	Valid Percentages	Cumulative percentage
Disagree	1	1,0	1,0	1,0
Neither disagree nor agree	39	40,6	40,6	41,7
Agree	44	45,8	45,8	87,5
Very agree	12	12,5	12,5	100,0
Total	96	100,0	100,0	

Table 15.

You receive personalized attention from customer service staff.

	Frequency	Percentage	Valid Percentages	Cumulative percentage
Disagree	1	1,0	1,0	1,0
Neither disagree nor agree	33	34,4	34,4	35,4
Agree	45	46,9	46,9	82,3
Very agree	17	17,7	17,7	100,0
Total	96	100,0	100,0	

Table 16.

In general terms, you are satisfied with the attention provided by the customer service staff.

	Frequency	Percentage	Valid Percentages	Cumulative percentage
Disagree	3	3,1	3,1	3,1
Neither disagree nor agree	35	36,5	36,5	39,6
Agree	47	49,0	49,0	88,5
Very agree	11	11,5	11,5	100,0
Total	96	100,0	100,0	

Table 17.

In general terms, you have good references about the quality of care received in this telecommunications company.

	Frequency	Percentage	Valid Percentages	Cumulative percentage
Disagree	3	3,1	3,1	3,1
Neither disagree nor agree	42	43,8	43,8	46,9
Agree	43	44,8	44,8	91,7
Very agree	8	8,3	8,3	100,0
Total	96	100,0	100,0	

Table 18.

Customer service staff digs deep determine your need with a solution that meets your requirements.

	Frequency	Percentage	Valid Percentages	Cumulative percentage
Disagree	2	2,1	2,1	2,1
Neither disagree nor agree	30	31,3	31,3	33,3
Agree	48	50,0	50,0	83,3
Very agree	16	16,7	16,7	100,0
Total	96	100,0	100,0	

Table 19.

Customer service staff calls you by name.

	Frequency	Percentage	Valid Percentages	Cumulative percentage
Disagree	2	2,1	2,1	2,1
Neither disagree nor agree	28	29,2	29,2	31,3
Agree	39	40,6	40,6	71,9
Very agree	27	28,1	28,1	100,0
Total	96	100,0	100,0	

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DISCUSSION

The objective of this research was to demonstrate the relationship between customer service and loyalty, based on the case of a telecommunications company in the city of Barranquilla. In this sense, its findings are positioned as an innovative opportunity in the study of the perception of quality and loyalty for the city and its metropolitan area, considering the low approach to the subject in this area.

A first general interpretation of the results obtained in the surveys indicates that regarding the quality of the customer service provided by ABC Telecommunications company in Barranquilla, 94.8% of its corporate customers have a positive feeling about the quality, while the remaining 5.2% of the surveyed customers have a negative feeling. Unfortunately, to date, it is not possible to compare these results with others that have been presented from the analysis of other telecommunication companies in Colombia because those investigations base their results on the measurement of opinions and experiences of local customers, so their perceptions correspond to geographical contexts different from the one that permeates this study.

As for the permanence of ABC's customers, according to the information in the database, all of them for the city of Barranquilla, which in turn responded to the survey, are linked since at least January 2021, maintaining such linkage to date. It should be noted that, during this same period, according to figures provided by BNamericas (2022), this same company showed wide participation in the market, especially in the mobile telephony segment (47% of the market), mobile internet (50.5% of the market) and the Pay TV segment (2.87 million accesses).

Similarly, this project innovates with results that are significant for this popular coastal company. Note that the strongest point of this company in terms of customer service is its tangible elements, that is, the material and physical experience provided by the staff in charge of being the "face" of the brand. Next are the other top-scoring dimensions, supply, and empathy, whose rating reveals that customers perceive customer service adjusted to their expectations in correspondence with the willingness and warmth of the personnel in charge of the area.

On the other hand, a point for improvement, registering the most unfavorable perception, is the time these customers wait to be served, which translates into delays from the company to offer solutions, assistance or, simply, interest in helping. In agreement with an eAlicia University article (2020), this dissatisfaction is a common feeling to find nowadays since a too-long waiting time comes to be understood by customers as an abandonment of the interaction, generating negative perception. Consequently, although this unfavorable experience in terms of waiting times does not have a short-term impact on operations, the company must foresee those corporate customers may feel that the customer service staff of this telecommunications company is not very competent or inefficient, thus affecting the added value and, in the worst case, they may feel that they are "wasting their time".

About the perception of service quality, this project opted for the SERVQUAL model which, although it may be less complex than other existing models, its adaptability to the characteristics of the company being evaluated makes it the perfect model to apply. This corresponds to projects such as Mori (2023) and Rodríguez (2024), which highlight the effectiveness of this model in current Latin

American studies related to the telecommunications market. Likewise, like other advanced works such as Serrato (2021), Sánchez et al. (2022), or even Guacheta et al. (2023), which have also aimed to determine the relationship between the degree of satisfaction and loyalty, this one has not shown the characteristics of the customers. For this reason, the results are limited to a general verification of perceived quality, based on four indicators.

On the other hand, although there are research works such as those by Janampa (2022) and Zambrano & Peralvo (2023), which have also addressed the quality of after-sales support services and their relationship with customer loyalty, they intend to trace the perspective of those who advise and supervise the sales area. In contrast, this study emphasizes the importance of cooperation and interaction with customers, with their participation being crucial in decision-making regarding the value of a service. This approach aims to achieve that decisive differentiating factor that preserves professional advantages through added values.

CONCLUSION

Therefore, in response to the research question, "Is there a relationship between added value and corporate customer loyalty in the case of the service provided by the telecommunications company ABC in the city of Barranquilla?", it is verified that loyalty is indeed directly related to a high quality of perceived customer service.

For the corporate clients associated with the company to date, the accompaniment, attention, and assistance provided are considered added values that the company offers in addition to its service catalog, and these are viewed favorably by the clients. What we, as researchers, observe is how customers appreciate the added value provided by the company in its efforts to offer appropriate customer service. This nurtures a relationship where both the company and its customers benefit, without exploitation based on power imbalances. Over time, as customers perceptions have evolved, so have their emotional expectations, compelling them to place their trust in the brand to continue experiencing attractive interactions.

It is also clarified that the results presented are a measurement of the quality of customer service of a company. Therefore, under no circumstances do the results demonstrate whether the service is provided with excellence or not. Quality is delivering what was promised to the customer, while excellence, on the other hand, involves surprising the customer with something beyond what was promised (Escudero, 2017).

However, although there may be other variables that could undermine the loyalty of ABC Telecommunications corporate customers in the future (such as competitive pricing, for example), the high quality of customer service provided, as demonstrated, would facilitate the development of strong long-term relationships with corporate clients. This is justified by the positive references recorded in the surveys and will have effects on retention, as well as continue to generate valuable competitive advantages.

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It should not be ignored that the demands of both the company and the corporate clients to withhold their names in this study also served as a limiting factor in generating results. This requirement forced the researchers to exclude aspects that could be relevant (such as the specific economic activity performed by each client), which could have provided a broader understanding by allowing for classification and typology of clients within the company.

All these limitations open new research possibilities that can enhance the understanding of telecommunications service consumers within a market where both small and large companies strive daily to build a favorable reputation for themselves. Therefore, for future research, it is recommended to direct new studies toward examining perceptions by including a characterization and typology of clients, offering a more objective perspective to obtain abundant results and include consumption trends in telecommunications for the Colombian Atlantic coast. It is also recommended to replicate this research considering other companies and cities within the Colombian territory to associate and contrast results and enrich the analyses. In this way, improvement plans with unique and significant strategies can be designed to help companies in this market segment achieve greater customer retention.

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