

The Role of Information System and Its Challenge on Customer Service in Oromia Revenue Collection Authority

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Executive Summary

The research deals with the role of information system and its challenges in customer social bank of service in Oromia Revenue Collection Authority. The study was aimed to assess the role of information system on customer service and to investigate the challenges of information system on the service delivered to customer. Additionally the study also aimed to assess the efficiency and effectiveness of information system to provide desired service to customer the research was used both qualitative and quantitative method for analyzing and interpreting the data that was obtained for questionnaires distributed to professional employees by using census method additionally, the researcher was used too source of data. These are primary source and secondary source. Primary source are obtained from the questionnaires distributed to the employees of commercial bank of samara branch. While as secondary source are obtained from different books available in the library, documents and internets. Generally in the commercial bank of samara branch there is lack of training and development having no experience to do the job and also the filer of the system are the key finding of the study. So the organization should train employees periodically to deliver service for customer efficiently and effectively in turn, this makes employees having and makes the organization to have good information to play a great role on customer service delivery

Key word: Information, systems and Accuracy

INTRODUCTON

An information system to be defined as asset of interrelated component that collect, store and distributed information to support decision making and control in an organization (GAMES A.O Berien) 1996 had it been same 30 years back information and information system 1980's manager did not to now must about how information is collected, processed and distributed in their organization (Ganplavdn, 2004) .

Information system can play vital role in business success they can provide the information system a business need for efficiently operation effectively management and competitive advantages however information system call fail .If information system do not properly support the strategic objective business operation or management need of the organization they can seriously damage its prospects for survival and success (James A.O berien ,1996).

In Ethiopia through information system has a lot of information system benefits it has faced faced some challenges therefore, there are many workers to don to future exploit the opportunity and minimize the challenges many media and large organization are depending an information system(Julip Davoren, 2009).

Information system and business in developing a large number of value added system in the company information system added controls to employees process insuring that only uses with the applicable right can perform certain task among this organization commercial bank of Ethiopia samara branch can be taking as primary example, this bank use information system for the operation of their business in general and serve their customers in particular this research focused in commercial bank of Ethiopia in samara branch even through the role of information system commercial bank of Ethiopia samara branch they need improvement in money ways with regard to challenges on customers service and other related issues

In the current world most of the organization use computer based information system. For this effective productivity and customer service (James A. bvrien, 1990). Information system makes vital role in the business success.

In today business world there are Varity of information system such as TPS, DOS, MSS, DSS AND ESS etc. Each plays different role in organization has multiple function system. This usually includes system call center system, financial and inventory system. This helps management staffer better understanding their own department contribution in many cases.

The combination of idea such as sales combined with avoidable inventory helps the manager for the appropriate action in order to mate to the customer needs.

Information is considered to be an important asset for any company in the modern competitive world like banking industry and the customer buying trends and behaviors can be predicted by the analysis of sales and revenue report for each operating region of the company by they failed to mate the increasing complex damages posted by client and the market the need for automated business operation more efficient process management and control con temporary banking industry.

They can provide the information system in business needs for employee productivity, morale, and customer service and satisfaction commercial bank of Ethiopia samara branch. There is no previous study under role of information but ask the manager of the commercial bank of Ethiopia samara branch. There is some problem related to low quality service, lack of information system and employ experience that impact on customer service.

Therefore, the study would try that address the contribution of the role of information system with regard to customer service and their challenges compare with the manual system.

Objective of the study

The main objective of this study is to assess the role of information system and its challenges on customer service in commercial bank of Ethiopia samara branch.

Significance of the study

The research paper may provide significance in the following ways. It may helps for other research as literature review and it may contributes as reference for student or researchers who need to make research paper in the role of information system. In addition, it may helps for the researcher to have particular knowledge on the subject matter, moreover. This paper may help the Oromia Revenue Collection Authority to improve their working environment by solving a related to the role of information system.

Methodology

This study were employees descriptive types of research to assess the role of information system the rationale behind using descriptive study design is because the situation research is interested in describing the existing both quantitative and qualitative research..

The research was used two sources of data. There are primary source and secondary sources. The primary source of the data was gathered from the responds of employees that would assign to fill out the research questionnaire with which design information collect for analyzing on the role of information system and its challenges on the customer service on Oromia Revenue Collection Authority. Secondary source were collected to know about the background as well as the history of the achievement and performance of the employees.

Oromia Revenue Collection Authority has a population of 30 employees since the population is known and very small. The researcher selected all of them by census method. The researcher used primary data obtained from the questionnaires that were distributed to employees of Oromia Revenue Collection Authority where as secondary data was collected from various books, documents and internet have been the major reference of the researcher. After appropriate editing, correcting and summarizing of data. The available data was transferred in to reliable and useful information with the help of descriptive analysis procedure using tabulation and percentage. After the response of

questionnaires were collected from each staff member that data were analysis, and documents was summarized and generalized based on the result of the study.

Data Analysis, Result and Discussion

Table 1: Response to current job of employees

No	Item	No of respondents	percentage
1	Chief cashier	4	13.33
2	Customer service	16	53.33
3	Accountants	8	26.66
4	Other	2	6.66
	Total	30	100

Source:- Survey, 2019

Table 1 shows the current of employee about were 4(13.3%) of the respondents replied that their current job chief cashier and 16(53.3%) of the respondents were accountant and 2(66%) were other. So, majority of the respondents were customer service officer.

Table 2: Response of employees towards adequate awareness about information system.

No	Item	No of respondents	percentage
1	Yes	30	100
2	No	-	-
	Total	30	100

Source:- Survey, 2019

Table 2 above depicts about 30(100%) of the respondents has adequate awareness about the information system. Therefore, it can be included that the employees that the employees of the Oromia Revenue Collection Authority have adequate enough awareness about the information system.

Table 3 Response of employee towards contribution of information system

No	Item	No of respondents	Percentage
9	Yes	26	86.6
	No	4	13.3
	Total	30	100

Source: - survey, 2015

Table 3 shows that the contribution system about 26(86.6%) of respondents believed that information system has good contribution for customer service and the remaining 4(13.3%) of the respondents replied that information system contribution was recognized to some extent to customer service.

Table 4 Response of employees towards providing information to the customer

No	Item	No of respondent	Percentage
10	When they come in person	22	73.3
	Through internet	6	20
	Trough telephone	2	6.6
	Total	30	100

Source:- survey, 2015

Table 4 shows that 6(20%) of the respondents said that the information was provided to customers through internet. Whereas the remaining 2(7.14%) of the respondents said that the information system was provided to customers

through telephone. Therefore, from this the majority ways of providing information to the customer was when they came in person.

Table 5 Response of employees to complaints raised by customers about information system.

No	Item	No of respondents	Percentage
1	Compliant of slow performance	16	53.3
2	Compliant to failure	10	33.3
3	Compliant due to unsuitable out put	4	13.3
	Total	30	100

Source:- survey, 2015

Table 5 depict that about 16(57.14%) of the respondents said that customers compliant was on the slow performance of information system and 10(33.3%) of the respondents said that customers compliant was on the customer filer. Whereas the remaining 4(14.29%) of respondents said that customer complain due to unsuitable output. Therefore, this implies that most of customers of Oromia Revenue Collection Authority complaints were based on show performance of information system and problem of slow performance was highly replied.

Table6 Response of employees about challenges of information system.

No	Item	No of respondents	Percentage
1	Yes	24	80
2	No	6	20
	Total	30	100

Source:- survey 2015 GC

As table 6 depicts about 24(80%) of the respondents were faced by the challenges of the information system. Whereas the remaining 6(20%) of the respondents were not faced by challenges or difficulties of information system. Therefore this implies that majority of employees in the Oromia Revenue Collection Authority faced by the challenges of information system such as, shortage of skilled man power, luck of experience and filer the system was major factor that makes them to be faced by information system faced by information system difficulty

Table 7 Response on ways to solve those challenges

no	Item	No of respondents	Percentage
1	By training and supporting employees	20	66.6
2	evaluating the performance of employee periodically	5	16.6
3	3. solving customer complaints properly	5	16.6
	Total	30	100

Source:- survey 2019

As table 7 depicts in the above about 20 (66.6%) of respondents said that that training and supporting employees system and 5(16.6%) of the respondents said that solving customer complaints as a way of solving challenges of information system. Whereas the remaining 5 (16.6%) of respondents said that evaluating the performance of employees periodically is the way to solve the challenges of information system. Therefore the major ways to solve the information system challenges and difficulties is through training and supporting employees.

Table:8 Response on importance of information system.

According to the data or response collected from the respondents. The information system was fully important of Oromia Revenue Collection Authority to serve customer service properly in well manner.

No	Item	No of respondents	Percentage
1	Providing quality information	10	3.3

2	Customer satisfaction	15	50
3	Fastest service delivery	5	16.6
4	Increase organization productivity	-	-
	Total	30	100

Source:- survey 2015

As table 8, 10(3.3%) of the respondents said information system was important to provide quality information and 15(50%) of respondents said that information system was important to customer or to increase customer satisfaction. Whereas the remaining 5(16.6%) of the respondents said that information system was important to fastest service delivery. Therefore the major important of information system was to satisfy customers by delivery good service.

Conclusion

Information and information system is important for business organization success. Due to this many organization have been adapting based information system to handle business easily and properly.

When an information system were established of Oromia Revenue Collection Authority the major tasks that has been done was to transform its information from the old system that was data based system to Microsoft visual form, data based management software.

The objective of information system at Oromia Revenue Collection Authority was support activities of the bank through efficient customer service and management. Information system was one of the major contribution was to fulfill customer requirement through efficient and accurate customer service.

The main challenges of the information system design as the bank were inefficient network infrastructure of the country, disapproval of the new information system project .However, most of the user information system of front lines was journal staff that did not have many years experience. Many of customers talk service long time due to slow system performance others could not find their information timely because of system filer.

Recommendation

Although the bank has set objectives of becoming efficiency, dynamic and competitive in the country and international market. Many things should be done to make the information system dynamic and efficient .So that it will be competitive with other banks to future development and strength the information system in Oromia Revenue Collection Authority” the following action should be undertaken.

- ✓ Top management of the bank should give emphasis to information system development project and allocation. The necessary budget to information system department also it developed its international strength by arrange various training to the staffs.
- ✓ Focus should be given to use make them capable of answering any questioners raised connection with information system mechanism should be designed given to promote and support for branches from information system department in case difficulty.
- ✓ Information facility should be providing for the information system toward desired.
- ✓ Customer complain on the area information system should be handle properly specially customer delay in slow system performance by Appling fast process or to the system
- ✓ Quality information should be given to the customers timely, accurately and easily understandable.

In general the commercial bank Ethiopia samara branch should check around its information system in related to customer service. So that action would be taking to make the system more efficiency problem would be solved and them the value of information system materialized.

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