



Kenyatta University

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Kenyatta University Launches a Customer Care Online Chat Platform

Friday 13th June 2014: Kenyatta University has launched a Customer Care Online Chat Platform on Friday 13th June, 2014.

This is yet another milestone for the university in a clear demonstration of its commitment to providing best possible service to its client and stakeholders.

Speaking during the event, the Vice-Chancellor, Prof. Olive Mugenda highlighted that, **"...the launched platform will enhance communication between the University and Students as well as with members of staff, parents, prospective students, alumni, friends of Kenyatta University and the General Public"**.

In her address during the event, the Vice Chancellor noted that the university has been in the past largely dependent on print and mass media to connect with staff, parents, students, prospective students, alumni, friends of Kenyatta University and the general public. This prompted the university management to seek mechanisms through which the needs of various stakeholder groups would be addressed effectively and efficiently. It is on the backdrop of this that the university launched an Online Chat Platform allowing ease of instant messaging by various clientele groups through a Live Chat support team accessible through the website and social media sites.

The launch of an Online Chat platform is envisaged to ease information sharing such as change in semester dates disseminated through live chat on social media such as face book, twitter or Skype while keeping up with technological advances in communication.

She also added that the Online Chat Platform launched **"...will increase and build customer trust and confidence with the University's products and services"**. Feedback from live chat sessions is anticipated to help in continuous improvement of services while addressing customer needs.

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About Kenyatta University

Kenyatta University is the one of the largest universities in Eastern Africa whose vision is to be a dynamic, an inclusive and a competitive centre for excellence in teaching learning and research and service to humanity.

Founded in 1965, K.U has taken significant steps towards becoming a world-class university over the years.

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