

Executive Summary:

This Dissertation report is trying to address the importance of customers' satisfaction in services which are offered by the Peoples Bank of Zanzibar (PBZ). As the IT is a cross cutting issue and ICT services are widely used in almost every organization, there is a need to evaluate and understand how ICT brings effects to the services which are driven by ICT. Not only that, but also the report suggests some solution that will enhance improve quality of the services.

The main objective of the study is to concentrate on how ICT has brought about changes in banks particularly People's Bank of Zanzibar, to compare costs of not using ICT enables services and after addressing the pros and cons of improving the services PBZ's management can further find a way of serving its customers to satisfaction by offering quality services.

The structure of the paper will be as follows: -

Chapter one describes general overview of the organization (mission and vision as well), the research itself, statement of the problem, the objectives of the research, scope and limitation of the study and targeted group.

Chapter two will illustrate literature review and different models used in analysis. Also the web research will be discussed in this chapter.

The chapter three will elaborate more on the methodologies and method used to collect data. Not only that, but also data sources used will be explained in this chapter.

Basing on the literature review, web review and application of the models, this chapter four will summarize the literature reviews and analyzing the findings of the research in order to make clear the viability of the research questions.

