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**Abstract**

The study analyzed the factors that affect the effective implementation of Business Process Reengineering (BPR) in the banking sector and how that affects customer satisfaction. Guided by a deductive approach, a research conceptual model was developed with four BPR implementation determinants which were measured against Customer Satisfaction. The identified determinants of effective BPR implementation were Change Culture, Information Technology, Employee Commitment and Financial Resources. Statistical hypothesised associations were formulated and literature was analysed to substantiate the validity of the study variables and to paint a clear theoretical gap which the study filled. Data was collected using self-administered email survey from 11 banks which were in the sampling frame. A quantitative, positivist orientation was followed as the study collected data using a structured questionnaire. The study results depicted the main challenges that were detracting effective implementation of BPR in traditional banks in Zimbabwe. The study found out that BPR implementation explains Customer Satisfaction by 47%. The banking sector was consequently recommended to enhance an agile culture, reconsider their financial investment policies and revamp their information technology hardware and software so as to enhance agile BPR implementation practices which improve customer experience and satisfaction.

**Keywords:** Business Process Reengineering, Customer Satisfaction, Change Culture, Financial Resources, Information Technology, Employee Commitment.

**JEL Classification:** M15, M31

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