Review of: "Effect of Employees' Commitment on Customer Satisfaction of Banks in Africa"

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Potential competing interests: No potential competing interests to declare.

The authors have asserted a relevant research question. However, I have identified and listed some of those issues in the upcoming paragraph. It is possible that these issues could be addressed to improve the manuscript.

Introduction

*   Staff commitment is an important factor in any organization. It is essential that employees are engaged and motivated in order for the company to succeed. A motivated and engaged staff leads to higher productivity, improved customer service, and increased output. Substantiate the argument with updated research paper/citation. Eg. Bangwal et al., 2023; 2022, 2019 and 2017.

Employee commitment to customer satisfaction has a significant effect on a company's success. When employees are dedicated to meeting customer needs, they are more likely to provide high quality service and build strong relationships with customers. These relationships can lead to increased customer loyalty and repeat business, which in turn canincrease a company's profits. Employees who are pass ionate about customer satisfaction can also help create a positive company culture that encourages employees to work together to achieve customer satisfaction.

*   State the clear research question at the end of the paragraphs.

Literature Review

Please refer these research paper to make a strong link employee commitment and satisfaction:

Balabantaray, S. R., Bangwal, D., & Pani, U. (2022). Impact of COVID-19 on mental health issues in India: Understanding the factors of suicides due to pandemic. *Asia Pacific Journal of Health Management, 17*(1). https://doi.org/10.24083/apjhm.v17i1.1091.

Bangwal, D., Bahuguna, P. C., Kumar, R., Damodaran, A., & Walker, J. (2022). Transforming HR through BI and information technology. *Bus Int Hum Resour Manage* 49–61.

Bangwal, D., & Tiwari, P. (2019a). Workplace environment, occupants' satisfaction and intent to stay.*International*

Journal of Contemporary Hospitality Management, 31(1), 268–284. https://doi.org/10.1108/IJCHM-04-2017-0230.

Bangwal, D., & Tiwari, P. (2019b). Environmental design & awareness impact on organization image.*Engineering, Construction and Architectural Management, 26*(1), 29–45. https://doi.org/10.1108/ECAM-02-2017-0029.

Bangwal, D., Tiwari, P., & Chamola, P. (2017a). Workplace design features, job satisfaction and organization commitment. *Journal of Workplace Rights, 7*, 1–27.

Bangwal, D., Tiwari, P., & Chamola, P. (2017b). Green HRM, work-life and environment performance.*International Journal of Environment Workplace and Employment, 4*(3), 245–268.

*   How your study is similar or different from previous studies.

* Mention the clear research gap with underpinning theory

Methodology

*   A description regarding the Methodology is missing in this study..

*Re-write the methodology section

After System assessment please do this:

*   Write theoretical implications, the authors need to substantiate the difference and similarities of this study with other studies.
*   Write Practical implications need to deliberate how this study provides insights for future research Quality of communication

Typos are observed throughout the manuscript. Copyedit the manuscript by English native professional proof-reader.

I hope my comments can help the authors. All the best!