

## ABSTRACT

The study was designed to explore the customer satisfaction level for different financial services provided relating to operations provided by the banking sector to its customers in Lahore. The sample size of the research was 250 respondents. For collecting the data the researcher used the cluster sampling technique (Area wise). For this purpose the researcher made two clusters of Lahore, one was North-Lahore and other one was South-Lahore.

North-Lahore cluster was consisted of Baghbanpura, GariShahu, LDA plaza, Mall Road, Ganga Ram and Shahdara branches. South-Lahore cluster was consisted of Township, Model Town, Gulberg, and Shadman branches. The data from these clusters were collected through structured questionnaire.

In order to explore customer satisfaction level, the related literature was briefly studied from different books, articles and journals. And after that a structured questionnaire was developed by researcher himself.

The researcher collected all the data by himself and explains the importance of different customer satisfaction dimensions of financial services provided by banks relating to operations department. After collecting the data it was analyzed by the Mean values, frequency analysis.

After analyzing of the data, the researcher comes to know that customer satisfaction level found more than 50% in all the financial services of banks relating to operations. Overall 42.06% respondents were satisfied and 16.14% respondents were very satisfied with the services provided to them by banks.