

ABSTRACT

The main purpose of the study was to examine the nature and different aspects of customer service provided by different service industries including banks, restaurants and mobile phone companies. The research focused on exploring the different aspects and domains of customer service provided by Pakistani restaurants, banks and mobile phone companies and the efforts taken by them to improve the quality of their customer service. Purposive sampling strategy was used to select the sample. The sample size was $N = 61$ (men = 31, women = 30), consisting of 18 managers, 7 employees and 36 customers from seven banks, seven restaurants and four mobile companies. Age range of the sample was from 20 to 40 years. Semi-structured interview technique and observation method coupled with mystery shopping technique were employed to collect the data. Interpretative Phenomenological Analysis (IPA) was used to analyze the data. Results indicate that most of the companies are providing inconsistent, substandard services to its customers. Malpractice as far as a customer service is concerned has become a general trend among employees, although the companies are well aware of the importance of customer services in today's economy, still no practical efforts are taken by them to improve the quality of their services. The reasons for which appear to be lack of vision, leadership, teamwork, motivation and training. This investigation affords critical insights for the theory and practice of customer service as far as Pakistani service industry is concerned.