

**“Impact of Customer servicing on Supply Chain  
Performance: Analysis on Telecom Service Industry in  
Islamabad”**



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## **Dedication**

I dedicate this thesis to my beloved father and mother who inspired my life through their boundless love and prayers. They always encourage, advice and support me to work hard for the things that I desire to achieve.

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## **Abstract:**

The topic of the research is “Impact of customer servicing on supply chain performance: Analysis on telecom service industry in Islamabad.” The research was conducted for doing the analysis on impact of customer servicing on the performance of the supply chain in telecom service industry which includes Telenor, Warid, Zong, Ufone and Mobilink. For the purpose of analysis, the data used was primary data which was gathered from the managers and employees of the all the five telecom companies in Islamabad. Questionnaires were used to gather the data for the research.

The questionnaire was made on the independent variables which is customer integration(Vargo, 2008), customer relationship(Cao & Zhang, 2011), sharing of information(Vereecke & Muylle, 2006), customer satisfaction(Auramo, Kauremaa, & Tanskanen, 2005) and joint product or service design(Schoenherr & Swink, 2012) whereas the dependent variables of the research was supply chain performance(Sharma, Garg, & Agarwal, 2012).

For the purpose of analysis, point 5 Likert scale was used (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree). For the reliability of the instruments, Cronbach Alpha reliability of the research was more than the acceptance level. All the data was gathered as well as analyzed to check or find out the relationship among the variables. In order to find out relationship among the variables, correlation as well as regression models were performed by using the SPSS (version 17.0). According to the results of regression analysis, it was found that the customer servicing has the significant impact on the supply chain performance in the telecom service industry. H1: Customer integration has a significant on supply chain performance and thus accepted, H2: Customer relationship has the significant impact on supply chain performance and thus accepted, H3: Sharing of information has no significant impact on supply chain performance and thus rejected, H4: Customer satisfaction has the significant impact on supply chain performance and thus accepted, H5: Joint product or service design has the significant impact on supply chain performance and thus accepted.

**Keywords:** Customer servicing, Customer integration, Customer relationship, Sharing of information, Customer satisfaction, Joint product or service design, Supply chain performance, Telecom service industry (Telenor, Warid, Zong, Mobilink and Ufone)

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