Customer orientation is one of the latest approaches used by Kenyan public secondary schools in the wake of stiff competition for customers (students) occasioned by mushrooming day schools and private schools. However, despite this trend the effects of customer orientation strategies on performance in public secondary schools are hardly known. This study aimed at investigating the effects of customer orientation strategies on performance in public secondary schools in Kenya with particular focus on Nyahururu District. Also, to establish the various customer orientation strategies being adopted the factors behind the adoption of customer orientation strategies in public secondary schools, to establish the customer orientation strategies implementation challenges, and to find ways of overcoming these challenges. The data collection instrument was a questionnaire. The questionnaire was semi-structured and was administered through drop and pick method. The researcher used descriptive statistics such as mean, mode frequencies, and percentage to summarize the data and the computer package SPSS was used to communicate the research findings. Qualitative data was reported in narrative forms and inferences drawn. The target population was 28 public secondary schools in Nyahururu District. Of these, 50% of them were sampled which totaled to 15 schools. The unit of analysis was the school head at the time of the study. Results indicate that all schools have adopted customer orientation strategies to varying extents. Some of the strategic practices include involving parents in schools development activities, offering quality service and flexible fee payment concessions. Foremost factors driving schools to adopt customer orientation strategies include competition and need to provide quality service to customers. The study recommends that there is need to adopt customer orientation strategies for purposes of enhancing performance and increased enrolment. Schools should also find ways of overcoming customer orientation strategies' implementation challenges.