The proposed study was carried out with the objectives of establishing the effectiveness of customer service on company's performance with Nakumatt Supermarket as a case study. Here, performance was looked at as the organization's profitability, customer numbers, organizations growth and co-operate image. The research intended to find out how effective customer service has affected Nakumatt supermarket's overall performance.

Data was collected through a questionnaire which were administered to the customers in the Nakumatt stores where more emphasis was on the Nyali branch in Mombasa.

The data was analyzed by use of descriptive statistics with the help of SPSS package. Data presentation was by use of tables, Percentages, frequencies and charts. Descriptive statistics enabled the researcher to summarize and organize data in an effective and meaningful way as they provide tools for describing collections or statistics and observations and reducing information to an understandable form.

The research methodology adopted by research was descriptive and exploratory research designs. The population or the study was Nakumatt supermarket Nyali Mombasa sample was drawn from Nakumatt customers using systematic sampling approach where the researcher selected every 5th customer that shopped at Nakumatt Bombohulu branch on the data collection day. Questionnaires were adopted as the research instruments.

The findings and recommendations were drawn and provided the way forward as far as effects or customer service on organizations performance are concerned.