Service quality, brand image and customer satisfaction are the fundamental marketing constructs in the last two decades. In the past, they were unaccepted and unpopular concept because companies thought it was not important to focus on quality and image, for them it was more important to gain new customers than retain the existing ones. However, in this present decade, companies have gained better understanding of the importance of brand image, customer satisfaction and service quality (especially service related industries) and adopted these concepts as a high priority operational goal.

This study aimed to explore those factors of service quality among these seven dimensions (tangibility, reliability, responsiveness, assurance, empathy, skills & professionalism and credibility & reputation) which are contributing and impacting significantly on brand image and customer satisfaction in telecommunication industry of Bahawalpur, Rawalpindi and Islamabad. For the analysis of study an adopted and modified questionnaire based on 5 point Likhert scale was distributed by convenience sampling among 280 respondents of the mobile phone subscribers. The statistical part of the analysis is based on the descriptive statistics, simple and multiple regression; results were conducted through SPSS version 14.0.

In research findings, results indicate that (tangibility, reliability, skills/professionalism and credibility/reputation have a moderate relationship with brand image while responsiveness, assurance and empathy have the strong relationship with brand image), Further the results shows that skills/professionalism and empathy have the strong relationship with customer satisfaction; the results of this research is also indicating that overall service quality is having a very strong relationship with "brand image" and a strong relationship with "customer satisfaction.

This research can be practically implemented and can be use in the telecommunication industry for identification of service delivery problems and improving service quality attributes by which telecom organization can improve their brand image and satisfaction level in their customers which leads to retention of customers in long run and getting the maximum business from them.