

# **The relationship between customer and organizational performance with respect to the mediating role of commitment and communication (the case of insurance branches Iran Gilan Province)**

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The total value of the expected performance of the organization of distinct pieces as defined behavior That a person does during a specified period of time Pundits recently organizational performance for both task performance and performance have divided the field. Task performance is related to the responsibilities and duties of staff is recorded on the sheet responsibilities and duties associated staff. Study the relationship between customer and organizational performance with respect to the mediating role of commitment and communication(Case Study: Insurance branches Iran Gilan) as a service organization has been made. The purpose of the study, functional and in terms of research methods, descriptive survey. The population of all employees, including 300 branches of insurance Iran Guilan Province and random sampling a sample of 171 employees were considered The research model analysis, structural equation modeling using LISREL 8.54 software and descriptive statistics software is used SPSS19. This paper, index values indicate the suitability of the model has been fitted to the original. The results indicate the relationship between customer and organizational performance with respect to the mediating role of commitment and communication.

**Keywords :** Customer focus, organizational performance, organizational commitment, communication, insurance Iran

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