

# Review of: "Strategies for retaining customers: How PT ABC can maintain its position as the laboratory of choice"

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**Potential competing interests:** No potential competing interests to declare.

1. The article mentions various uncertainties but does not provide specific examples or case studies to support the analysis. Including real-world examples would enhance the understanding of the challenges faced by PT ABC and make the article more engaging.
2. The article briefly mentions developing strategies for change but does not provide specific recommendations or examples. It would be beneficial to discuss various change strategies that PT ABC could consider, such as diversifying services, expanding internationally, forming partnerships, or adopting new technologies. This would provide more actionable insights for PT ABC.
3. Effective stakeholder management is crucial during times of change. The article briefly mentions the importance of communication but does not delve into strategies for engaging and managing stakeholders throughout the change process. Discussing stakeholder analysis, communication plans, and strategies for addressing stakeholder concerns would enhance the article's guidance on change management.
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