

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.

Thank you for providing me with the opportunity to review the draft paper : Strategies for retaining customers: How PT ABC can maintain its position as the laboratory of choice.

I have found the draft manuscript to be both relevant and very interesting.

However, I would like to make a few suggestions for improvements:

- Firstly, the authors use more in-text references. Claims are made without sufficient scientific evidence to support claims. For example: "Identifying uncertainties requires determining the potential challenges that may compromise the current business model or parts of it. Thus, the focus should be on the business model and on the components that constitute it rather than on the current processes and resources through which the business model is implemented in practice." There are good sources to support the first and second sentences, which should be cited.
- Secondly, an appropriate theoretical model should be applied. Several theoretical frameworks can be reviewed to understand the context within which the business functions. One theoretical perspective that the authors can examine to determine its suitability to their study is that of Reichheld 1996. It will enable an understanding of the external environmental influences that impact the business. In addition to providing a lens to tease out information about customer loyalty and attracting new ones.
- Thirdly, a suitable research methodology is identified and operationalised. Since the researchers attempt to crystallise an ongoing and evolving problem and implement strategies through stakeholder engagement, an action research methodological design is recommended. Employing it through a critical social science perspective will allow the researchers to continually monitor, evaluate and implement transformed strategies for improvements through stakeholder engagement (Carr & Kemmis, 1986; Habermus, 1974).

Overall impressions:

The article presents a very good, relevant, and evolving business phenomenon in the 21st century. I propose that the researchers review the suggestions made and affect recommendations to improve the draft manuscript.

In conclusion, my best wishes to the authors.

