

# 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.

Although the paper have an interesting potential, there are some aspects that could be improved

First, the authors need to analyze whether the value of the paper increases whether it is not focused on a specific firm but analyzing the sector of laboratory testing service in Indonesia or similar region. (Remember that the more general normally means the higher interest to be used and cited.)

Second point, which is somehow unclear to me is when the ambition for the paper is to present how to handle a change process or the ambition to do it. This is because there are things that seems to be under planning but not yet decided or addressed. Therefore, the scope should be better defined, avoiding confusions in readers.

Third aspect is related to the level of detail provided. For risk it is very general and the second order aspects arising (barriers, resistances, etc.) when some mitigation measures are adopted are not addressed. Of course, risk measures, triggers and thresholds for some risks probably would be interesting to be presented, at least at the level of risk categories.

Another relevant point to be better discussed is the change management issue further than the leadership dimension. In particular when connection with value appropriation and value preservation / value destroy processes and the cultural aspects, including potential disruptive technological impacts threatening the current positions in the sector. Indeed, changes in large companies have specific risks (communication, empowerment, etc.) that require reaching not just customers but also people inside the organization.

Finally, there are aspects that have not been discussed, such as knowledge management, which is centric for value creation, and in large companies is always a relevant dimension.

All in all, the paper has some strong aspects but maybe the authors could analyze whether going deeply in (some of) these aspects will improve its value.