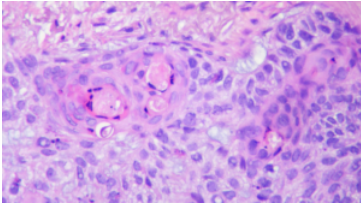


15.2: Introduction to Customer Service Strategies

What you'll learn to do: Identify how retailers can use excellent customer service as a differentiation tool



In biology, cells sometime differentiate by changing form from a relatively generalized state to a more specialized life form. Likewise, retailers have found success in differentiating themselves from other similar businesses by distinguishing themselves by providing unique service qualities from offering faster, timely product deliveries to emphasizing more reliable, dependable performance. (Source: [dictionary.com](https://www.dictionary.com).)

What are some ways that customer service can act like a differentiation tool?

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