Solution

# 1. Distinguish Your Business

*Below is an example answer. Your solution may differ from the one provided – that’s okay! The goal is to think about how to put these customer service tips into practice.*

c. The best way for Tom’s business to distinguish themselves in the marketplace and increase revenues is to provide excellent customer service.

Customers can go to any electronics store to buy a TV or stereo for a similar price to Tom’s store., so they need to provide excellent customer service to set themselves apart. Studies have shown that customers will choose the store with the best customer service when they are choosing between stores that are selling similar items. Additionally, 9 out of 10 customers said they would pay more to ensure a superior customer experience. This means that providing excellent customer service is a sure-fire way to distinguish your business from competitors, increase your customer base, and boost sales.