## CARTICLUD

## SERVICE ALWAYS THE BEST SELLER

Some of the country's fastest-growing companies share their tips for winning over customers. **Report: Kate Mills** 

• Great customer service lies behind the success story of every fast-growing company. As David Cohen, managing director of Matchbox stores, says:

"Customer service is for the most part our key offering because we don't have a product differentiator. We offer broads that are reasonably readily available across the board in most shopping centres, so customer service is our



keep coming back. As Matchbox's Cohen says: "The biggest issue is that you can

Round table: From

Pascoe, says she sits unashamedly at

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Even if its hard to directly show a french, good companies by to share converted that could benefit customers. In Coordinge's cave, he often an occasion when he told a client about a research.

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