**MANAGING STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 3: ACTIVITY 8**

**PAIRED ACTIVITY**

**Superior customer service**

Watch [Richard Branson reveals his customer service secrets](https://www.youtube.com/watch?v=Fy4lYDN1gz4&list=PLfrzcOEAOt3rJK8dW7skUXXdw0KvYBI1j) on Youtube at <https://www.youtube.com/watch?v=Fy4lYDN1gz4&list=PLfrzcOEAOt3rJK8dW7skUXXdw0KvYBI1j>.

Richard Branson argues that his competitors went bankrupt “because they don’t have customer service”. Can you identify other organisations that succeeded against competitors because of superior customer service?

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