





Validation of the Customer Experience Model of Iran Telecommunication Company from Commercial Sales Towards their Retention


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1. Round 1

1.1. Reviewer 1

Reviewer:

The research question is clearly stated, focusing on validating the customer experience model for retention in commercial sales. However, exploring the direct impact of individual components on customer retention could add depth to the research question. It is recommended to include specific hypotheses about the expected impact of each component to enhance clarity.

The argument is coherent, linking the importance of customer experience in the telecommunication sector to the necessity for validation of a comprehensive model. The transition from the introduction of customer experience to the methodology and findings is smooth. Nonetheless, a brief discussion on potential challenges in applying the model in practice could enhance the argument's coherence.

The literature review comprehensively covers various aspects of customer experience and its significance. To improve, consider integrating more recent studies to ensure the review captures the latest developments in customer experience research.

Introduce a section on the practical implications of your findings for managers in the telecommunication industry, specifically how they can apply the validated model to enhance customer retention.

Consider a more detailed examination of the model's applicability in different cultural contexts or market segments within the telecommunication industry to assess its generalizability.

Address the limitation of using convenience sampling in your methodology and suggest ways future research could overcome this to ensure more representative sample selection.

Authors revised the manuscript and uploaded the new document.

1.2. Reviewer 2

Reviewer:

While the overall structure and methodology are sound, offering specific feedback on the construct validity of the questionnaire could strengthen the research's foundation. Delving into the process of questionnaire validation with experts could provide readers with more insight into the reliability of the instrument used.

The conclusion succinctly presents the study's implications, highlighting the validated model's potential utility. Expanding this section to offer more granular recommendations for telecommunication companies on implementing specific components of the model could make the findings more actionable.

A section that proposes directions for future research, especially focusing on longitudinal studies to track the model's effectiveness over time, would be a valuable addition. Also, suggesting research into the model's applicability across different cultural contexts within Iran could broaden the study's relevance.

The manuscript could benefit from a more detailed discussion of its limitations, particularly concerning the sampling method and the potential for response bias in the survey results. Acknowledging these limitations and suggesting mitigation strategies for future research would enhance the manuscript's credibility.

Authors revised the manuscript and uploaded the new document.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.