



The Voice of Your Customer

2259 Gilbert Avenue – Cincinnati, OH 45206 (513) 281-3228
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CAPABILITY STATEMENT

Company:

Selecting the right marketing firm to engage niche markets and underserved populations can transition your results from good to great! The Voice of Your Customer is a marketing firm that assists clients to penetrate niche markets. The Voice of Your Customer designs customized marketing programs that offer instant information regarding the experiences, preferences and behaviors of niche markets, allowing business leaders to immediately implement desired objectives.

The Voice of Your Customer operates with full and part time employees, subcontractors and strategic partners in the US, the Caribbean, Latin America and Africa. Our research and training facilities, call center, and community partnerships enable us to assist our clients to create raving fans and to increase profitability by improving employee retention, establishing industry recognition, and building a competitive advantage.

Principal:

The Voice of Your Customer was founded in 2005. Crystal L. Kendrick, President, has more than 25 years of sales, client service and marketing experience and has held leadership positions at three corporations. Crystal holds a BBA from Temple (PA) University and an MBA from Northern Kentucky University. Crystal is also trained in project management; Six Sigma improvement processes and she completed several Executive MBE Trainings.

Core Competencies:

Research and Assessments that use a variety of tools to gather information used to complete an independent review of products, services, facilities and direct competition. Customized reports include video/audio recordings, manuscripts and research findings in summary and detail with recommendations for change. Research methods include: Interviews/Observations, Facilitations, Focus Groups, Focus Panels, In-Depth Interviews, Mock Juries and Online Research.

Mystery Observations and Program Compliance that offers an independent audit and analysis of employee performance, compliance and/or customer interactions. Customized reports may include video/audio recordings, manuscripts, test results and research findings in summary and detail with recommendations for improvement. Research methods include: Secret Shopping, Discrimination Testing and Operations Audits.

Media Campaigns that use market research, advertising, public relations strategies, online services, street teams, event sponsorships, collateral materials and networking to promote events, products and initiatives. Our approach consistently yields an increase in activity and a change in consumer behavior.

Call Center Operations that offer inbound and outbound call processing using telephone systems, data input and retrieval, and recording devices. Our call center operations are often used to complete survey research, compliance and audit initiatives, mystery observations, media campaigns, and event registrations.

We specialize in penetrating hard to reach and niche markets!

COMPANY DESIGNATIONS

DUNS Number: 788866478
CAGE Code: 4MDS1
ORCA Registration: Complete

NAICS CODES

541611 Administrative Consulting Services
541612 Human Resources Consulting Services
541613 Marketing Consulting Services
541618 Other Management Consulting Services
541820 Public Relations Agencies
541910 Market Research/Public Opinion Polling

SIC CODES

7319 Advertising Services
8732 Commercial Economic, Sociological, and Educational Research
8742 Management Consulting Services
8743 Public Relations Services
8748 Business Consulting Services

COMPANY INFORMATION

Customers: (Prime Contractor)

- Federal Trade Commission
- Department of Health and Human Services
- State of Ohio, Hamilton County
- City of Cincinnati
- Health Alliance and Tri-Health
- Kroger and Cincinnati Bell
- University of Cincinnati and Cincinnati State

Customers: (Subcontractor)

- Ohio-Kentucky-Indiana (OKI) Transit
- Metropolitan Sewer District of Cincinnati
- City of Cincinnati

Certifications:

- US SBA 8(A), HUBZone and Section 3
- NMSDC/SCOMSDC – MBE
- State of Ohio – MBE and EDGE
- Ohio Dept of Transportation – DBE
- Ohio Turnpike Commission – MBE/WBE
- Kentucky Dept of Transportation – MBE
- City of Cincinnati (OH) – SBE

Awards and Recognition:

- NMSDC National MBE of the Year
- Cincinnati PRSA Agency of the Year
- Cincinnati Chamber Excellence Award