



# *The Voice of Your Customer*

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## **Company Profile**

The Voice of Your Customer is a marketing firm that assists clients to penetrate niche markets. Located in a federally qualified HUB Zone in Cincinnati, Ohio, The Voice of Your Customer holds the following certifications: 8(A), MBE, WBE, SBE and DBE.

Selecting the right marketing firm to engage hard to reach markets and underserved populations can transition your results from good to great! 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.

Our client list includes government agencies; non-profit organizations; family owned businesses; corporations; and educational institutions. 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.

Founded in December 2005, The Voice of Your Customer operates as an LLC in Cincinnati, OH, with full and part time employees, subcontractors and strategic partners in the US, the Caribbean, Latin America and Africa. For outstanding achievements in performance, innovation and community involvement, The Voice of Your Customer has been recognized by the US SBA, Cincinnati Chamber of Commerce, PRSA Cincinnati, South Central Ohio Minority Supplier Development Council, Women's Business Enterprise Council - Southeast, and the Ohio Commission on Civil Rights.

The Voice of Your Customer is a member of the Better Business Bureau, Cincinnati Chamber of Commerce, Cincinnati African American Chamber of Commerce, Cincinnati Visitors Bureau, Public Relations Society of America and the Cincinnati Association of Black Journalists.

The Voice of Your Customer remains a corporate steward and an active member of the Cincinnati community. We have offered financial support, in-kind services and/or event sponsorships to a variety of non-profit organizations, emerging businesses and educational programs for student entrepreneurs. The Voice of Your Customer also adheres to our policies designed to promote Equal Employment Opportunities, Affirmative Action, Privacy and a Tobacco Free Workplace.

Crystal L. Kendrick, President of The Voice of Your Customer, has more than twenty years of sales, customer service and marketing experience. For her professional accomplishments, Crystal has also been recognized by the following organizations: Cincinnati Public Schools; *Cincy Chic Magazine*; *Cincy Business Magazine*; Cincinnati Leading Women; Who's Who in Black Cincinnati; Cincinnati Business Women; Cincinnati YWCA; Cincinnati Business Courier; Delta Sigma Theta Sorority, Inc.