



# The Voice of Your Customer

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## **Student Intern Adds Tremendous Value to The Voice of Your Customer**

The Voice of Your Customer is proud to announce the success of its participation in the 2009 MS Marketing Capstone Project at the University of Cincinnati. The project provided The Voice of Your Customer with a student consultant that elevated its online marketing and branding efforts.

At the start of the project, The Voice of Your Customer maintained a content heavy website and a series of scarcely populated networking sites. Today, with the help of the student intern, The Voice of Your Customer has well defined key words, improved search engine ranking, website visitor trend data, and a strategy to effectively use social media.

Crystal L. Kendrick, President of The Voice of Your Customer stated, “The 2009 UC MS Capstone Project was an outstanding experience for The Voice of Your Customer and our intern, Ankita Sahni. Her work made a measurable impact on our business in 16 short weeks. UC is not just developing students; they are impacting the local business community.”

Ankita Sahni completed her undergraduate degree in Economics from Delhi University in India and enrolled in the University of Cincinnati MBA Program in 2007. Ankita launched her career as a business developer in a family-owned business – Shiv Enterprises and has completed internships in financial services and human resources. Since October 2008, she has been working as a marketing intern at a local research firm.

“The project has really provided the value addition I was looking for in an academic setting. The pedagogical course undertaken for the capstone and the MS-Marketing program as a whole has been a great learning source for me. The project opened up a new arena in marketing that I can explore as a career path and thus was beneficial for me,” stated Ankita Sahni, MS-Marketing Graduate 2009.

The Voice of Your Customer website and social media profiles were again launched on July 1, 2009.

The Voice of Your Customer is a minority owned marketing firm that assists clients to penetrate niche markets using survey research, focus groups, secret shopping, business training, and media campaigns. 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. For more information, visit [www.thevoiceofyourcustomer.com](http://www.thevoiceofyourcustomer.com).