



# The Voice of Your Customer

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## **The Voice of Your Customer Named 2007 SCOMBC Emerging Business of the Year**

South Central Ohio Minority Business Council (SCOMBC) named The Voice of Your Customer as the 2007 Emerging Business of the Year. Having been in existence for less than five years, The Voice of Your Customer demonstrated outstanding quality and service with a strong potential for expansion and development, regardless of the prevailing economic environment. “2007 has been a tremendous year for The Voice of Your Customer as year over year revenues have increased nearly 1000%. Being named the SCOMBC Emerging Business of the Year is an amazing honor.” says Crystal Kendrick, President.

SCOMBC creates an environment for the development of mutually beneficial relationships and opportunities between certified minority owned businesses and member organizations. SCOMBC is an affiliate of the National Minority Supplier Development Council (NMSDC) covering Columbus, Dayton and Cincinnati. “I truly attribute much of my success to the relationships, opportunities and training offered by SCOMBC. In addition to ensuring corporations of minority ownership, the SCOMBC certification offers an independent audit of the size, scope, capabilities, financial stability and business practices of my company. SCOMBC membership also offers me the opportunity to network with other very successful business persons to learn of upcoming business opportunities, identify best practices and participate in personal development forums. An SCOMBC certification offers a great deal of value to small and emerging businesses”, says Crystal Kendrick.

The Voice of Your Customer was named the 2007 SCOMBC Emerging MBE of the Year for outstanding achievements in performance, innovation, overcoming obstacles, community involvement, strategic planning and economic inclusion. Nominated by Cincinnati Bell for efforts to further penetrate the regional small business telecommunications market, The Voice of Your Customer client list also includes the State of Ohio Department of Health, the Ohio Commission of African American Males, Hamilton (OH) County and Tri-Health.

The Voice of Your Customer is a marketing consulting firm that assists a variety Fortune 1000 corporations, locally owned businesses, non-profit organizations and government agencies to manage the experiences and behaviors of targeted audiences through the intelligent use of survey research, mystery observations, customized trainings, employee recognition programs, social marketing campaigns, data and competitive analysis. The Voice of Your Customer operates as a sole proprietorship and is certified as a small, minority, disadvantaged and woman owned business located in Cincinnati, OH.

In addition to being recognized for successes in business, The Voice of Your Customer is routinely featured in a variety of national, regional and local publications for advocating minority small business groups, economic inclusion and the successful management of government contracts. Crystal Kendrick was also selected as a finalist for the 2007 Greater Cincinnati Athena Award honoring outstanding women who have achieved professional excellence, given back to their communities and created leadership opportunities for other women.



*Do you offer EXCEPTIONAL customer experiences...or simply good products and services?*