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**Memorable Quote:**

*"If you can dream it, you can do it. Always remember this whole thing was started by a mouse."*

Walt Disney  
1901-1966  
Artist and Film  
Producer

## BRIGHT IDEAS – Are You Listening?

Capturing the voice of the customer shouldn't be taken light. If done right, you can identify the real reasons behind customer decisions in order to serve them better. The old customer satisfaction survey seeking information which help an organization sell more doesn't work any longer because customers aren't that easily fooled.

However, customers can appreciate it when organizations make a real effort to understand their true needs, and get quite excited when introduced to significant offerings they hadn't thought of themselves. Plus, customers want to feel that what they say really matters and will make a difference.

The real issue is *trust*. Only the trustworthy have a future. If the customer does not trust an organization, then they won't invest their time in revealing what's behind their decisions.

Consultant, author and educator Dick Lee recently wrote an [article](#) about an organization that was caught not listening, which resulted in them not being considered trustworthy by their customers. I believe you'll find it an amusing tale.

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