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## BRIGHT IDEAS — The Voice of the Customer

Kick starting any program such as CRM, new product design and workflow improvement requires customer feedback. Feedback is the fuel that drives organizations that are devoted to satisfying customer expectations.

Feedback is information about experiences— a.k.a. the 'voice of the customer'. It's a step on the path to customer collaboration, as its strength lies in listening.

The key is to use it. Although 95% of companies collect feedback only 50% share the information with staff, a mere 30% actually use it, and a paltry 5% bother to tell the customer what action they took.

When feedback is used effectively, resources can be allocated more efficiently, customer brain power can be used to drive strategy and loyal customers increase.

[Click here](#) to learn more about our hallmark techniques which are incorporated into **IDEAS®**, the performance improvement method that *delivers advantage start to finish*. Brought to you by the experts in Workflow Improvement:

### Memorable Quote:

*"Behold the turtle; he only makes progress when he sticks his neck out."*

*James Bryant Conant*

*1893-1978  
Educator and  
Diplomat*



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