



The Voice of the Customer: *Powerful Insightful Reliable*

You Thought:
“We’re really
strong in project
management.”

The Customer Said:
“They were less than
organized and it
frustrated our staff.”

You Thought:
“We’re Strong
Communicators”

The Customer Said:
“If they’d checked
with us more often
they would have had
it right the first time.”

There is no business knowledge more empowering than knowing what your customers and clients really think of your performance. You may not be what you think you are to them. And they probably wouldn’t tell you what they *really* think.

But they WILL talk to us.

The Voice of the Customer: Creating the Power to Improve Identifying Trouble Spots and Opportunities Enhancing Customer Loyalty

Harrington Daniels Advisors use years of experience and business acumen to put your clients at ease. Our credibility and interview techniques help us capture the feedback that really matters. What was your customer’s experience with your company really like? Which of your customer’s needs are you meeting? Which are you not? What do they need from you that you could provide with a few simple and well focused adjustments to your present operations or business model?

Our Interviews

- Demonstrate Your Sincere Interest in Your Customer’s Needs
 - Send a Strong Message that You Value Their Satisfaction
 - Create Goodwill

Capture the Feedback that Matters. Contact:

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