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THE VOICE OF YOUR CUSTOMER NAMED A 2008 SCOMSDC MBE OF THE YEAR

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PHOTO PROVIDED

The South Central Ohio Minority Supplier Development Council (SCOMSDC) named The Voice of Your Customer as a 2008 Minority Business Enterprise (MBE) of the Year for demonstrating a strong potential for expansion, regardless of the prevailing economic environment.

“2008 has been a tremendous year for The Voice of Your Customer. Being named an SCOMSDC MBE of the Year is an amazing honor.” says Crystal Kendrick, President.

SCOMSDC creates an environment for the development of mutually beneficial relationships and opportunities between certified minority-owned businesses and corporations. SCOMSDC is an affiliate of the National Minority Supplier Development Council (NMSDC) covering Columbus, Dayton and Cincinnati.

“We truly attribute much of our success to the relationships, opportunities and training offered by SCOMSDC. In addition to ensuring corporations of minority ownership, an SCOMSDC certification offers an independent audit of the capabilities and financial stability of member organizations. An SCOMSDC certification offers a tremendous value to minority businesses”, says Crystal Kendrick.

The Voice of Your Customer was named a 2008 SCOMSDC MBE of the Year for outstanding achievements in performance, innovation,



Crystal L. Kendrick, (second from left), is the President of The Voice of Your Customer, shown with representatives of the Health Alliance at the 2008 SCOMSDC Annual Awards Gala.

community involvement and economic inclusion. Nominated by the Health Alliance for work completed at The Neuroscience Institute, The Voice of Your Customer's client list also includes Cincinnati Bell, the City of Cincinnati, Hamilton (OH) County and the State of Ohio.

The Voice of Your Customer is a marketing consulting firm that assists organizations to create exceptional customer experiences through the intelligent use of survey research, mystery observations, business training and media campaigns. The Voice of Your Customer is also certified as a small, disadvantaged and woman owned business.

In 2008, The Voice of Your

Customer was also recognized for outstanding achievements by the US Small Business Administration, the Women's Business Enterprise National Council, the Public Relations Society of America and the Ohio Commission for Civil Rights.



For more information, visit
www.thevoiceofyourcustomer.com.