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Can You Hear Me Now?

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ABSTRACT

The customer has virtually taken over determining what we sell and how we sell it. Understanding customer needs, then, is a critical step in developing a successful product. But how do you give your customers a seat at the development table? By actually hearing and understanding what they're already telling you, and by letting your customers' voices reverberate through your strategies for channels, sales, service, pricing, and product! Start now by mining your customer feedback in a consistent, repeatable, automated way. Take action: increase satisfaction, build loyalty, reduce churn, and make your products safer. Let the "Voice of the Customer" transform your brand!

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