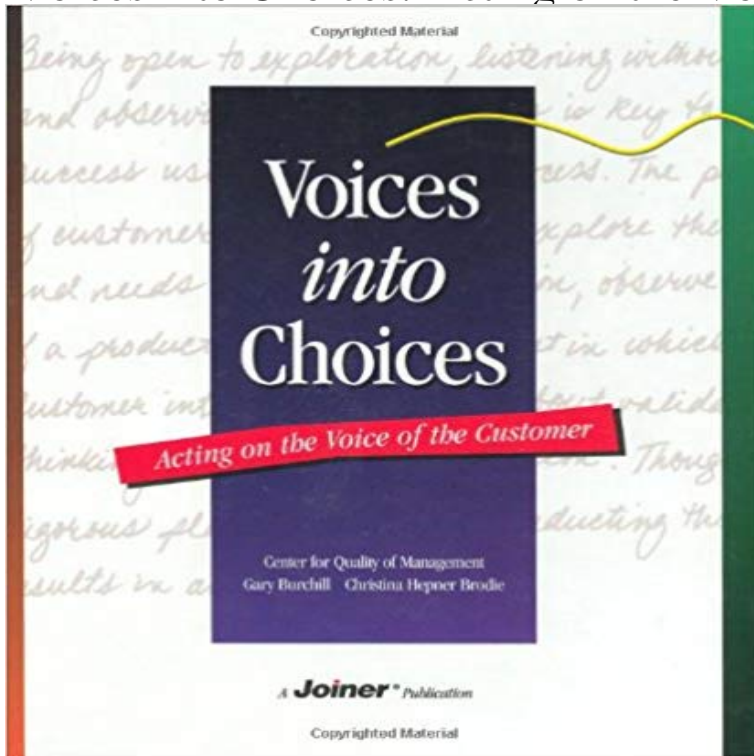


Voices into Choices: Acting on the Voice of the Customer



A groundbreaking how-to resource that addresses the gap between having your customers voices, and being able to translate their voices into tangible results. Readers will learn how to engage in a process of getting to know their customers and learning their point of view so they can responsibly take action based on their customers preferences, align the organization around the new insight they have acquired, gain buy-in for the resulting initiatives, and make the outcome of the initiative more successful. Voices into Choices captures the right balance between being a step-by-step method and offering the theoretical framework to understanding and using customer voices.

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