Dear Linda,

I wanted to take a moment to express my appreciation for the exceptional work Shared Results International provided in our Voice of Customer project.

As a small marketing and communications company, Agency3 Communications was at a point where we needed to grow the business, but had to determine the best direction to take. Having had a previous working relationship with Shared Results International, I knew that their approach was different – customized for each client's situation to develop their competitive edge.

Professionals in communications, Shared Results didn't jump to send out a generic survey to our customers, but started by interviewing our staff about our vision and goals and to understand Agency3's products and services. They continued by interviewing 10-12 customers and business colleagues to identify respective challenges and opportunities. This information was used to develop a web-based survey to quantify concepts important to Agency3 and its customers.

I was impressed with the way Shared Results International conducted the survey—by talking to people first. This is a good match Agency3's philosophy and the public face of our company. Shared Results did a great job working with us to identify what we needed to capture. This was evidenced by the customized survey. I have worked with many vendors throughout my career and have seen many surveys—I know a good survey when I see it. This survey struck a good tone in solid methodology.

The final report and written documentation that supported it that Shared Results presented was very clear and simple enough to not be overwhelming. We are very satisfied with the final results as it uncovered some areas that we had not considered as potential growth areas. Although the survey results presented to Agency3 are not a "quick fix," we are taking the critical success factors that Shared Results identified to redefine our services and vision.

Thank you again, I look forward to working with Shared Results in the future.

*Beth Bailey*

Beth Bailey
Agency3 Communications