

MDG Voice of Customer

Electrical Contractor Success Story

Survey Dates	Company Revenue (\$ Million)	
	Year	Revenue
Oct 2011	2012	8.0
Dec 2014	2013	9.8
Jun 2015	2014	11.2
Apr 2016	2015	14.5
	2016	17.4

In-depth voice of customer survey feedback drove revenue by finding unmet customer needs, improved customer experience and recommending continuous process improvements.