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To Whom It May Concern:

During May/June 2011, Wayne Vitnell of Phalanx Consulting conducted a series of surveys with our key customers. The survey focused on two main areas, product and service. The questions were structured so that we could receive valuable feedback in relation to what our customers thought of our current product/service offering and how we could improve.

The feedback received was fantastic. As a business, it has allowed us to identify what we do well and more importantly, how we can improve. The experience for our customers, of actually completing the survey with Phalanx Consulting was also extremely positive. In fact, several customers stated that because we were so focused on wanting to improve and understand their needs, they would actually use us more often.

I would also like to express that Wayne was extremely professional and diligent in this process. I believe that this process has given us much greater insight into our customer base and is a very valuable tool for business. I would recommend any business that values their Key Stakeholders to participate in this unique service offered by Phalanx Consulting.

Chris Kenny  
Managing Director  
Markforce