



## Testimonial:

*“The Voice Of Customer process was a positive experience for our company. We see no downside to the VOC process, only an upside.”*

Jeffrey A. Caddick, CEO / Owner  
Hercules Manufacturing Company

## Company Profile:

Hercules Manufacturing Co. has been family owned and operated since 1902. Located in Henderson, this Kentucky manufacturer specializes in truck and van body refrigeration.

## Situation:

Hercules was losing sales to their competitors. Competitors were doing an excellent job of taking our strengths and using them to sell against us. We were not very organized in terms of documenting in a comprehensive manner the competitive advantages of our product over our competitors product.

## Solution:

In order to establish why Hercules was losing sales, Advantage Kentucky organized a Voice of Customer project. This would help bring insight as to why customers were choosing to go with the competitor.



## Direct Results:



Identified need for formalized documentation of competitive advantages for sales reps.



Identified need to put data in place to back up our statements regarding our competitive advantage



Identified features of our current product that need to be addressed in order to meet customer expectations.



Having these points identified, clarified, and prioritized had contributed to our ability to keep our sales on an upward swing moving forward into the foreseeable future.