

# Consumer Voice

The true Résumé of products and service

We are the Consumer's collective voice.



We envision Consumer Voice as the preferred source of reference to product quality and service standards.

We encourage consumers to share their purchase experience

These testimonials differentiate the service driven organisations from their competitors and serve as a reference to caution against inferior products and service.

In the Consumer's mind their purchase experience is the true Résumé of a Brand's products and service.

We facilitate communication between Consumers and the Brand that is open and transparent and we do not condone unsubstantiated slander.

We encourage Brand loyalty even though we are committing to the philosophy that the consumer's interests are always the most important.

It has often been suggested that prospective consumers value and respect personal opinions of existing consumers as the most influential driver in the decision-making process.

Consumer decision-making process



Our product offering is based on this decision-making process.

Revolving advertising banners on our webpage stimulate the consumer's awareness of their unfulfilled need, want or desire.

The subscribed Brand profile advertises specifications, features and benefits of their products and services that stimulate the consumer's impulse to purchase.

It is however the influence of consumer experiences with the brand that is considered the most credible "word of mouth" advertising.



In the competitive market with a number of products and services to choose from consumers will benefit from our comparison between the brands.

We compare products and services based on consumer experiences and provide the prospective consumer information that will surely influence their decision. Consumers evaluate a number of factors before the purchase of a product or service but it is often the perception fashioned by post-purchase experience that has the largest influence on their decision.

The Brand equally benefits from the insights into feedback from consumer experiences and perceptions about their products and service.

The availability of this real-time actionable information about the consumer experiences makes Consumer Voice a responsive communication platform that alerts the manufacturers and service providers of all consumer comments about their products and service.

Revenue from the sale of advertising space on our webpage finances this **FREE** interactive communication platform.

Posbus 2735  
Lichtenburg 2740

Phone: 018 632 1770  
Fax: 086 551 1325

[info@consumervoice.co.za](mailto:info@consumervoice.co.za)  
[www.consumervoice.co.za](http://www.consumervoice.co.za)