Anyone who has placed a telephone call through a switchboard operator, from a phone booth, using a rotary dial or on a brick-sized cellular phone has witnessed the sl69ec8(13((s)y3(s)m.5(a)-70(r)-38(l)c)h)2((s)o)2(l)fc9e(e)-10(r)c.9(ithh96(e)-11.(o)-18.eeryrtrrosef11.(o)r4.9(a)-129(sed9.1(t)5.1(o)r4.9(a)u7.0(l)c)-3soralrtg a-1

and respond to customer feedback. Effective leveraging