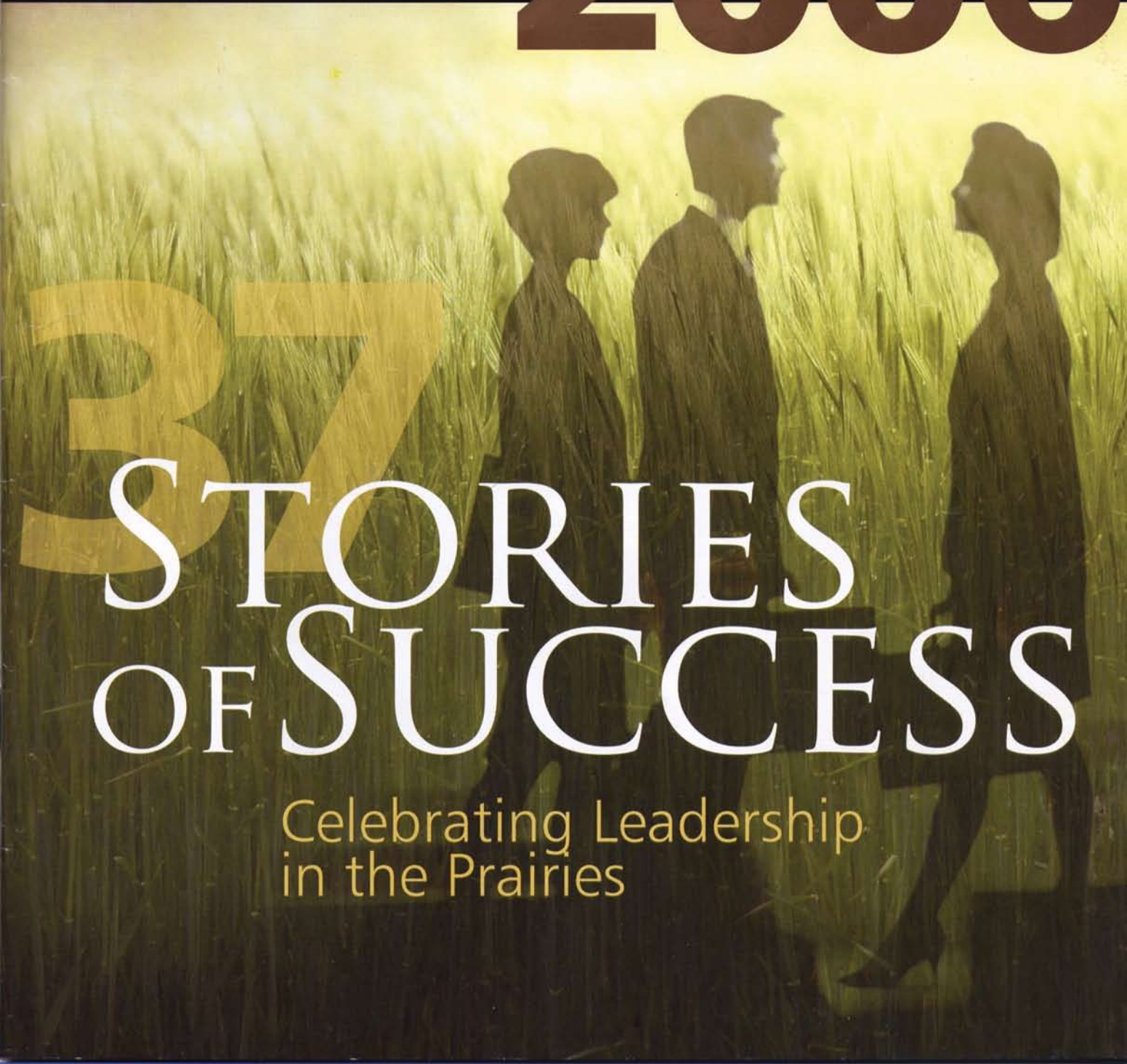


ENTREPRENEUR OF THE YEAR 2006



37
STORIES
OF SUCCESS

Celebrating Leadership
in the Prairies



Tyler Gompf

President

Tell Us About Us Inc.

WINNIPEG, MANITOBA

One day in 1998, Tyler Gompf went stereo shopping. He was ready to buy but was shut down by bad customer service. The store had no system to accept complaints, much less do anything about them. Frustrated, he set out to change all of that.

Tell Us About Us was born. Through customer resolution systems, surveys, mystery shopping and employee feedback, Tell Us About Us helps businesses measure and improve the environments they create for their customers every day.

After landing its first client—the

Winnipeg location of a national pizza restaurant chain—Tell Us About Us quickly began to pick up U.S. clients. The first client south of the border was a casino in Montana. Now at least 95 per cent of Tell Us About Us clients are in the U.S. and include over 20,000 well-known fast-food restaurant and casual dining chains, utility companies, travel centres, and grocery chains. Gompf says more and more Canadian companies are realizing the importance of customer feedback.

“The Canadian market is definitely an area of growth for us.”

Tell Us About Us has developed unique products for tracking and improving customer loyalty. Those products are now resold and used by consultants and research firms throughout North America.

The company employs 50 people in Winnipeg and has sales offices in Toronto and New York.

Gompf, 32, says being named a finalist in the Ernst & Young 2006 Entrepreneur Of The Year Awards puts a smile on his face.

“It’s nice to be recognized for what you do every day and what you put your heart and soul into.” Then he’s quick to share the honour. “I know I’m the figurehead but it’s the team that created the opportunity.”

“IT’S NICE TO BE RECOGNIZED FOR WHAT YOU DO EVERY DAY AND WHAT YOU PUT YOUR HEART AND SOUL INTO.”

— Shel Zolkewich

