



David Beinhacker

Chief Research Officer & Partner



David oversees CCMC's measurement practice.

His methodological prowess coupled with a passion for innovative analytics is helping leading companies get the most from their investment in listening to the voice of the customer.

David has an aptitude, the skill set, and a penchant for bridging the proverbial gap between the science of the customer experience and business acumen. As he sees it, complex statistics and mathematics don't have much value if they don't genuinely shape decisions and actions that improve the customer experience.

Possessing a rare talent for fashioning business cases from survey results, and demonstrating a zeal for storytelling with complex data, David is helping blue chip companies improve their customer experience ROI.

His skills in bringing data to life have been honed over a decade of practical experience, working with some of the best and most admired corporations from more than a dozen sectors.

David lives in Alexandria, Virginia with his wife Christine and their daughter Helena.

“Too many surveys, featuring increasingly less meaningful questions, are fielded too often. Most companies are spending too much to get too little.”

Education

- Franklin and Marshall College, B.A., Economics, 1995
- American University, M.P.A., 1997
- The George Washington University, Survey Design & Analysis Certificate, 2003

Experience

- 10+ years
- TARP Worldwide
- American Petroleum Institute
- Soza & Company

Professional Affiliations & Distinctions

- Member, American Association For Public Opinion Research (AAPOR)
- Member, Council of American Survey Research Organizations (CASRO)

Most memorable professional moment

An optimist by nature, I always assumed that if a company did the right things, in the right way, it would realize a meaningful return – but my assumption was mostly a leap of faith. I became a believer some 10 years ago, after working with one of my first clients. I saw first-hand how their efforts to improve the customer experience DID pay dividends. Connecting the dots between good science, action, and real impact was inspirational for me.

Most treasured professional accomplishment

It's not a one-time event for me. It recurs every time I see a company "get it," and view their survey results not as a score to be chased, but as a catalyst for engendering real and positive change.

If I wasn't helping the marketplace move from measuring to managing the customer experience, I'd be...

I'd likely still be doing something numbers related – perhaps I'd be in Las Vegas trying to figure out how to overcome the basic laws of probability.

Letting my hair down...

I'm at the poker table or watching the world champion New York Yankees.

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