



Scott M Broetzmann

President & Co-Founder



“Companies that have moved from merely measuring to managing the customer experience have successfully transformed their culture from one that’s score-centric to one that’s performance-inspired. I like Andrew Carnegie’s vision of philanthropic effectiveness as an allegory here; the aim is to engineer “real and permanent good.””

Scott’s creed for creating an extraordinary customer experience is simple: invest in those actions that lie at the intersection of increased customer loyalty and a favorable return on investment.

Over the past 20 years, Scott has been empowering marketplace leaders from all industries to deliver a more profitable customer experience by helping them leverage good science.

As he sees it, good science isn’t about just keeping score or chasing a number. Good science consists in using the voice of the customer to compel those actions that yield the best ROI for improving the customer experience.

Having collaborated with more than 300 companies, worldwide, in nearly every sector, Scott has a well-rounded, results-focused, and practical perspective on how to make the leap from measuring to managing the customer experience.

A social scientist by training – in the disciplines of Social Psychology and Communication – Scott has a special affection for data, applied analytics, and the value of a fact-based approach to engineering a better customer experience.

A pragmatic business analyst by vocation, he believes that the secret sauce for realizing customer experience profitability is motivating managers to translate the voice of the customer into a business case. As Scott often remarks, “data doesn’t take action – people do.” Scott’s forte is helping companies translate voice of the customer survey data into effective, actionable business plans.

An emerging thought leader, Scott’s work and perspectives are routinely featured in the national and international conversation about the customer experience. You might read about his views in The Wall Street Journal, The New York Times, The Washington Post, USA Today, Business Week, Forbes, or Money. Or perhaps you might see his work referenced on CNN, MSNBC, or CBS News.

Scott lives in Alexandria, Virginia with his wife, Jennifer, and their three children, Ellen, Elizabeth, and Benjamin.

Education

- University of Wisconsin- Madison, B.A., Psychology/Communication Sciences, 1982
- University of Wisconsin- Madison, Graduate Studies, Interpersonal & Organizational Communication, 1983-1987

Experience

- 20+ years
- TARP US, Chief Operations Officer
- TARP Europe, Managing Director
- Council of Better Business Bureaus

Professional Affiliations & Distinctions

- Member, Society Of Consumer Affairs Professionals (SOCAP)
- Member, Council Of American Survey Research Organizations (CASRO)
- Co-Founder, Customer Care Alliance
- Advisory Board, Center For Communications Research, University Of Wisconsin-Madison
- Advisory Board, Communication Arts Partners, University Of Wisconsin-Madison
- Past Chair, The Diocesan Fund For Human Need, Episcopal Diocese Of Virginia
- Past Member, Advisory Board, 2010 Better Business Bureau International Torch Awards
- Past Member, Advisory Board, 2004 Fast Company Customer First Awards

Most memorable professional moment

While there are many, the most memorable are those where I've witnessed the voice of the customer become the lifeblood of the company. For example, some years ago I worked with an industrial products client who evolved from a voice of the customer skeptic to a disciple. When they began the journey, they couldn't even field a customer satisfaction survey because they didn't know the names and addresses of their customers! Fifteen years later, they have a very credible and sophisticated voice of the customer program; it's a management tool that shapes their day-to-day decision making. What's fascinating to me is that while very little about this organization is the same as it was 15 years ago, their voice of the customer program is a constant.

For me, this example illustrates the true value of customer feedback mechanisms, especially in today's marketplace. More so than ever before, companies are in a perpetual state of flux. They change names, merge, are acquired, downsize, upsize, reinvent their product line, partner, and so forth.

A voice of the customer program – done right – can be a stabilizing force, providing the necessary institutional memory. It can help a company maintain its identity through customer focus – something that lives well beyond the here and now. When this occurs, it's both memorable and gratifying.

Most treasured professional accomplishment

They're less accomplishments than they are fond career milestones. Co-founding CCMC is at the top of any such list.

Conventional wisdom says that owning your own company is rewarding beyond comparison. I now know this to be true.

Perhaps second among equals is the time I spent as Managing Director of TARP Europe. The exposure to so many multinational companies and cultures continues to profoundly influence how I think about the customer experience, as well as the virtues of diversity of opinion and collaboration.

More recently, I've greatly enjoyed leading the marketplace dialogue that our National Customer Rage surveys have stimulated. The findings from these studies have provoked a meaningful conversation among the media, scholars, and corporate America about what constitutes good customer care.

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

Thirty years ago the answer would've been, "teaching and doing communications research at a Big Ten university." Twenty years ago I might have said, "owning a bratwurst stand outside of Lambeau Field in Green Bay." Good work if you can get it.

Thank goodness for time, an ally for sure. For the past 20 years, I've been living the good professional life. Making a living doing something that I'm passionate about AND having an opportunity to make a difference is as good as it gets. That said, I could probably be persuaded to put in some overtime hours at Lambeau Field.

Letting my hair down...

Having recently become a card-carrying member of the AARP, I feel lucky that I still have some hair to let down! When I'm not planning, getting ready for, or enjoying some kind of family adventure (think road trip here), I'm likely waiting on that national championship year for the Wisconsin Badgers or the next Super Bowl victory for the Green Bay Packers. Good thing I'm a patient person.

Customer Care Measurement & Consulting LLC

20 S. Quaker Lane, Suite 230
Alexandria, VA 22314

Phone **703.823.9530**

Fax **703.823.9538**

info@customercaremc.com

www.customercaremc.com