



FOR IMMEDIATE RELEASE

CUSTOMER EXPERIENCE PIONEER JOHN A. GOODMAN
JOINS CUSTOMER CARE MEASUREMENT & CONSULTING (CCMC)

*John Goodman & Marc Grainer Reunite
To Offer Marketplace Leadership For Improving The Customer Experience*

Alexandria, VA, November 5, 2012 – Customer Care Measurement & Consulting (CCMC), a market leader in helping companies earn a better ROI by improving the customer experience, announced that John A. Goodman has joined CCMC as Vice Chairman.

Mr. Goodman is one of the originators of the customer experience industry. In joining CCMC, Mr. Goodman will once again be working alongside Marc Grainer (Chairman, CCMC). Messrs. Goodman and Grainer were the co-authors of a landmark 1970's customer service study commissioned by the White House Office of Consumer Affairs. This so called "White House" study found that well run corporate complaint handling initiatives could produce both significant marketing benefits and positive ROIs. The study is widely given credit for the establishment of today's multibillion dollar contact center industry.

Messrs. Goodman and Grainer were also the co-founders of TARP, the consulting firm that Tom Peters once called "perhaps America's premier customer service research firm." Messrs. Goodman and Grainer sold TARP in 1996. So after a 16 year separation, they will once again be collaborating on a new series of thought leadership studies exploring the future of the customer experience field.

Mr. Goodman is a highly experienced customer experience consultant. He has personally directed more than 1,000 customer experience studies for clients throughout the world in every conceivable business sector. In addition, John is one of the country's leading consultants in the field of customer-driven quality.

Mr. Goodman is also an accomplished author. He has written more than 250 white papers and articles. In 2009, he published his first book, *Strategic Customer Service*, offering a panoramic view of his body of work and presenting a proven, practical approach for leveraging the profitability of better customer relationships. This book has been translated into multiple languages in both Europe and Asia. He is currently finishing his second book that will address how customer expectations and the delivery of customer service are changing in the digital age.

Mr. Goodman is a highly sought after speaker, having presented his perspective on the customer experience field in over 20 countries.

About Customer Care Measurement & Consulting (CCMC)

CCMC is a market leader in helping companies earn a better ROI for their investment in the customer experience. Celebrating 10 years of marketplace leadership, CCMC's customer satisfaction and loyalty surveys and analytics are used by a wide range of companies and organizations that are recognized for their excellence in service and their passion for delivering an extraordinary customer experience.

<http://www.customercaremc.com>

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