

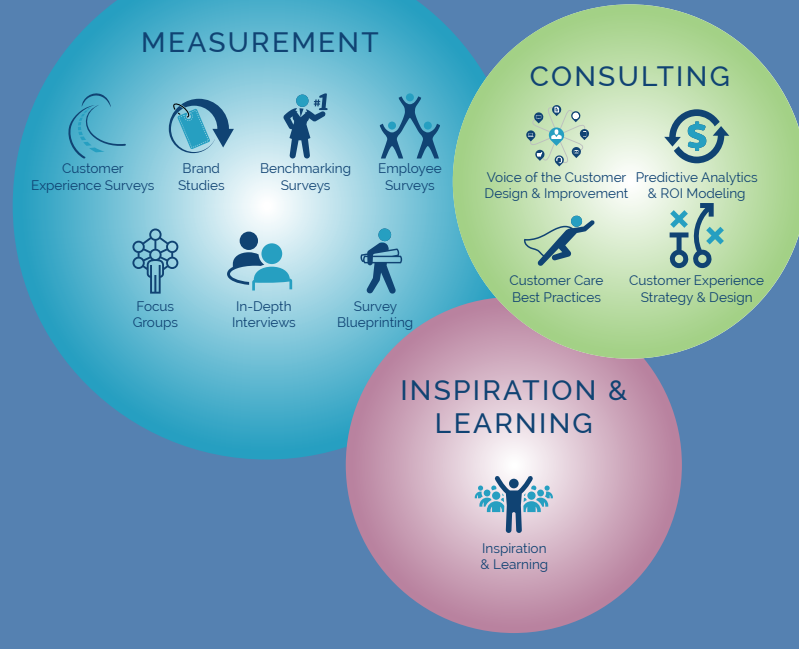
SCIENTIFICALLY POWERING EXTRAORDINARY CUSTOMER EXPERIENCES.

Uncovering actionable insights. Facilitating right actions.

An out of the ordinary perspective. Extraordinary results.

WHAT WE DO

CCMC's research and consulting services help companies from every industry hear the voice of the customer more clearly, act on what matters most and align the business with the customer experience.



WHY CCMC IS A TRUSTED ADVISOR TO CUSTOMER EXPERIENCE LEADERS

LOYAL, DRIVEN CLIENTS

Would Recommend CCMC



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

TAKE ACTION on CCMC Recommendations



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

DEEP EXPERTISE. UNIQUE KNOW-HOW.

- Automotive
- Business To Business Services
- Business To Consumer Services
- Consumer Products
- Energy, Chemicals & Utilities
- Financial Services
- Healthcare
- Information Technology
- Manufacturing
- Non-Profits & Public Sector
- Travel & Hospitality

125+ YEARS' COMBINED EXPERIENCE

INNOVATOR & AUTHORITY

- Published & Widely Cited Thought Leaders
- In Demand Speakers
- Board Members For Marketplace Focused Organizations

WHERE ARE YOU IN YOUR CUSTOMER JOURNEY?

What is your vision?

What are your barriers?

Do you know what matters most?

How effective are you at operationalizing change in response to the VOC?

A MARKETPLACE LEADER'S CUSTOMER EXPERIENCE PLAYBOOK

1

LIVE AN ASPIRATIONAL JOURNEY

This company's steadfast and more-than-one-decade partnership with CCMC yielded remarkable benefits...



60 70 80 90 100

RANKED #1 IN SATISFACTION IN AN ANNUAL INDUSTRY-WIDE BENCHMARKING STUDY FOR 9 OF THE PAST 11 YEARS.

2

KNOW WHAT MATTERS MOST

IT'S ALL ABOUT ROI

If We Improve, What's The Payoff?



3

ACT WITH PURPOSE



THE VOICE OF THE CCMC CLIENT

I would say that they are one of my most significant strategic partners.

Eve Humphreys
Executive Director, SHEA

Ordinarily, we are not allowed to sole source contracts...our company directed us to sole source CCMC's contract...they could not imagine working with anybody better.

Hazem Arafa
Director, Statistics, API

One of CCMC's greatest assets is they translate customer feedback into what matters most in terms of key performance.

Richard Howard
SVP, Daimler Trucks NA

Our partnership with CCMC is one of the pieces that helped us be scientific and surgical and get to otherwise been just on what would have otherwise been just another survey.

Mary Stokas
Former VP, Premier

Actionable. Adaptable. Engaging. Collaborative. Partners. These are some of the words that come to mind when I think of CCMC.

Kara Wilhelm
Director, Strategic Intelligence, Cardinal Health

The remarkable dedication and real pride is what makes CCMC so impressive.

Ian Markham
Dean and President, Virginia Theological Seminary

I feel that they are as interested in the process of discovery as we are.

Eric Timm
VP, Phonak

They really go above and beyond to understand how the business works...

Matt Painter
Former Director, Business Analytics, Blackboard

We want to continue the conversation with you! Please share your input, inquire about our work, or ask us how we can help you deliver extraordinary customer experiences.

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