

# Martha Brooke: Speaker

Most customer feedback runs on autopilot—and often does more harm than good. Martha Brooke shows how to make voice-of-customer programs meaningful and impossible to ignore.

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## About:

In 2004, Martha Brooke founded **Interaction Metrics**, a leading Customer Experience (CX) agency recognized for its actionable surveys and CX insights. A certified **CCXP** and **Six Sigma Blackbelt**, Martha blends science with strategy to reveal what truly drives loyalty.

She's a sought-after speaker known for **sharp, contrarian insights** that challenge industry norms and inspire leaders to treat feedback not as a formality but as a design challenge.

Martha has spoken at top conferences, including the CXPA Leaders' Conference, Project Management Institute (PMI), Customer Solutions Expo, Customer Contact Week (CCW), Operations Summit, and SOCAP International. She's also been featured on leading podcasts such as *The Delighted Customers Podcast*, *Distribution Talk*, *The Agile Brand*, and *Amazing Business Radio*.

"Martha has her fingers on the pulse of today's CX activity."

Dennis Fitzgerald  
Yaskawa America Inc.

Martha's Signature Workshop & MasterClass  
*15 Proven Ways to Immediately Improve Your Surveys & Invites*  
**A dynamic two-part session customizable for your audience!**

### PART 1 Smart Survey Design

Most surveys are flawed due to bias, unclear wording, or irrelevant questions. This session shows how to avoid these traps and create surveys that lead to insights and actionable next steps. Learn to **segment results, choose metrics that matter, and capture meaningful feedback** that drives real business improvements.

### PART 2 Get Your Invites Opened

A brilliant survey won't matter if no one opens the invite. This session shows how subject lines, sender names, and message design shape response rates. You'll learn concrete ways to **boost trust, personalize outreach, and maximize completions**—while avoiding the common missteps that send invites straight to the trash.

## More of Martha's Top-Rated Topics Include:

1. Rethinking Feedback as a Design Challenge
2. NPS Without the Pitfalls: How to Use Net Promoter Wisely
3. Surveys vs. Conversations: What's the Future of Customer Listening?
4. The Hidden Biases in Feedback: How Companies Distort What Customers Say
5. The Four Dimensions of Service Excellence—and How to Actually Measure Them
6. The B2B Mindset: How to Get Business Customers to Open Up
7. Encouraging Customers to Talk: 5 Proven Ways to Boost Honest Feedback

## Testimonials:

"Having Martha on my podcast was a treat. She shared great insights about customer satisfaction surveys and how to capture customer feedback. She's an expert AND a great conversationalist! I give her FIVE STARS!"

**Shep Hyken, Customer Experience Expert & New York Times Bestselling Author**

"I've had the pleasure of working with Martha at a number of venues over the last several years. No matter the forum, Martha 'delivers the goods' with keen insight and a fresh perspective. We can count on Martha to be a big draw for our events."

**Brian A. LaRoche, Director, Outreach Marketing, CallMiner**

"Martha's sharp wit and propensity to buck the status quo make for a great presentation. She'll change everything you think you know about how to measure—and improve—the customer experience! "

**Lisa Oswald, Head of Customer Service, Travelzoo and SOCAP 2019 Director**

"Martha, delivered an insightful and engaging presentation for Smart Customer Service. As the Conference Chair, she made me look like a hero and I look forward to hearing her speak again soon. "

**Geoff Ables, Conference Chair: Smart Customer Service & CEO, C5 Insight**

"An enthusiastic and energetic speaker who clearly understands surveys from the customer's point of view, but who also has the savvy and experience to show management how to solicit the customer's real opinions in ways that provide value to the organization. "

**David Eckhart, Chair, ASQ Seattle Geographic Community**

Read more about Martha, where she's spoken, and her expertise [here](#).