

Martha Brooke: Speaker

Does your customer feedback program run on autopilot—and do more harm than good? Martha shows how to make VoC 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 the factors that drive customer loyalty.

She's a **sought-after speaker** known for **sharp, contrarian insights** that challenge industry norms. She inspires leaders to treat feedback not as a formality but as a way to take their Customer Experience to the next level.

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: 15 Ways to Improve Your Survey Program! A dynamic 2-part Masterclass customized for your team.

Part 1 Design a Good Survey

Many surveys are flawed due to bias, unclear wording, and irrelevant questions. This session shows how to build surveys that lead to honest insights and actionable next steps. Learn how to write **good survey questions**, achieve **representative response**, and capture feedback that **drives growth**.

Part 2 Get Your Invites Opened

The best survey won't matter if no one opens it. This session shows how subject lines, sender names, and design affect 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 Sessions Include:

1. When and When Not to Use LLMs for Text Analysis
2. NPS Without the Pitfalls: Using Net Promoter Wisely
3. Surveys vs. Conversations: The Future of Customer Listening
4. Hidden Biases in Feedback: How Companies Distort What Customers Say
5. The Four Dimensions of Service Excellence—and How to Measure Them
6. The B2B Mindset: Getting Business Customers to Tell it Like it Is!
7. Transaction Surveys, Relationship Surveys, and Everything In Between

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](#).