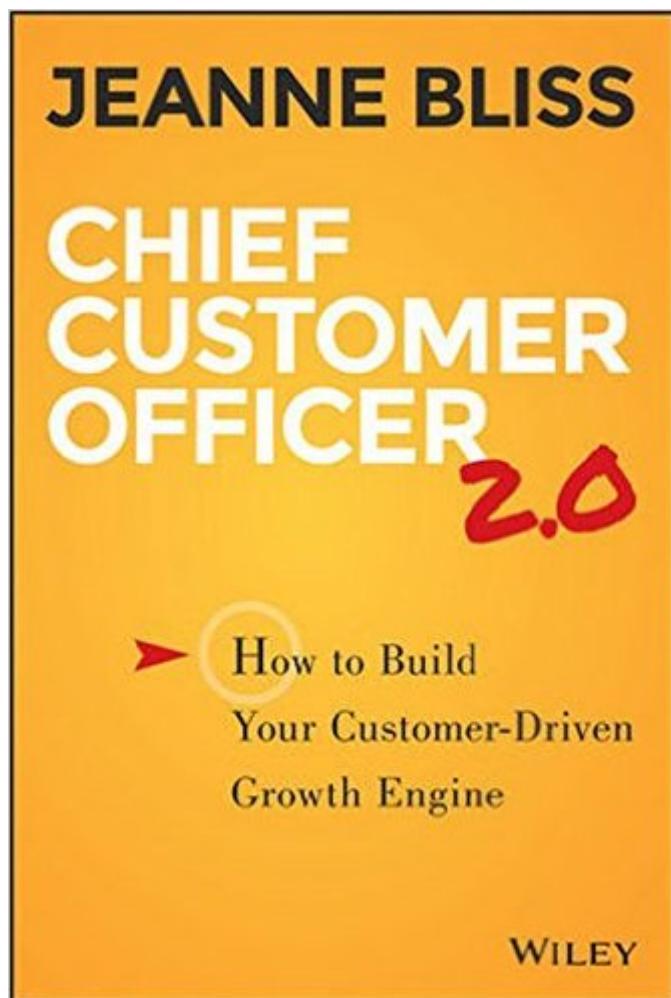


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# Chief Customer Officer 2.0: How To Build Your Customer-Driven Growth Engine



## Synopsis

A Customer Experience Roadmap to Transform Your Business and Culture Chief Customer Officer 2.0 will give you a proven framework that has launched and advanced the customer experience transformation in businesses in every vertical around the world. And it will take years off your learning curve. Written by Jeanne Bliss, worldwide authority on customer experience, and preeminent thought leader on the role of the Customer Leadership Executive (such as Chief Customer Officer, Vice President of Customer Experience, etc.) this book follows the five-competency model she uses to coach the C-Suite and Chief Customer Officers.Â 1. Manage and Honor Customers as Assets 2. Align Around Experience 3. Build a Customer Listening Path 4. Proactive Experience Reliability and Innovation 5. One Company Accountability, Leadership & Decision Making Chief Customer Officer 2.0 will get you into action quickly with a united leadership team, and will shift your business intent to earning the right to growth by improving customersâ™ lives. Jeanne Bliss fearlessly shares her tools and leadership â^recipe cardsâ™ for leading and enabling your business transformation. And she provides practical guidance on how embed the five competencies into how your company develops products, goes to market, enables and rewards people, and conducts annual planning. Including over forty accounts of actions by Customer Leadership Executives around the world, this is the book you have been waiting for that tells it like it is and gives you the framework to build your customer-driven growth engine. Jeanne Bliss pioneered the Customer Leadership Executive position, holding the role for twenty years at Landsâ™ End, Allstate, Coldwell Banker, Mazda and Microsoft Corporations. Since 2002 she has led CustomerBliss, a preeminent customer experience transformation company where she helps companies achieve customer-driven growth. She is a worldwide keynote speaker, and sought frequently by major media for her point of view.Â Jeanne is the co-founder of the Customer Experience Professionals Association, established to advance the worldwide discipline of customer experience and customer experience practitioners.Â She is also the best-selling author of Chief Customer Officer: Getting Past Lip Service to Passionate Action (2006), and I Love You More than My Dog: Five Decisions to Drive Extreme Customer Loyalty in Good Times and Bad (2011).

## Book Information

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## Customer Reviews

Hi, I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book "Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine" by Jeanne Bliss. More and more marketing books and the really smart people who write them will tell you that the last available differentiator that will grow your business is the experience that your customers have with you. Think about it. Most products and services are at parity now. Pricing is more competitive than ever. And even the best marketing will only help to get customers to try you once. And that's because if the experience your customers have with you is a bad one, they will not return. And, they'll tell the world on social media and review sites to stay away from you. But if your customers have a great experience and you delight them, they will remain loyal customers and tell others. And that is the most powerful marketing – studies show that people trust word of mouth recommendations from friends (and even strangers) much more than what a company says about itself. As a result, smart, growth-oriented companies are carefully engineering the entire experience that their customers have. And as easy as it is to say that, it's really complicated to do. But it can be done and when done properly it can have a dramatic effect on a company's growth. In "Chief Customer Officer 2.0", Jeanne Bliss walks you through precisely how to do it. The book has lots of examples of companies that have broken through and refocused their business on customers. And the linchpin of success is getting management buy-in by showing the math used to measure and hold all the different silos accountable for the customer experience.

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