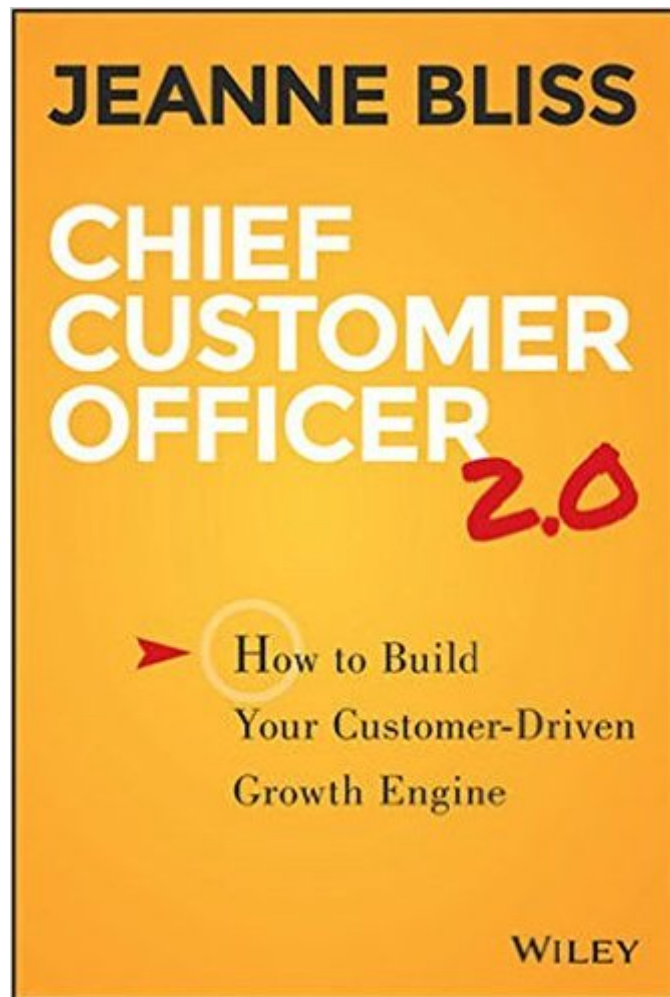


The book was found

# 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 âˆrecipe 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

Hardcover: 288 pages

Publisher: Jossey-Bass; 2 edition (June 15, 2015)

Language: English

ISBN-10: 1119047609

ISBN-13: 978-1119047605

Product Dimensions: 6.4 x 1 x 9.2 inches

Shipping Weight: 14.1 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars Â Â See all reviews Â (56 customer reviews)

Best Sellers Rank: #58,877 in Books (See Top 100 in Books) #81 in Â Books > Business & Money > Marketing & Sales > Customer Service #481 in Â Books > Business & Money > Marketing & Sales > Marketing #826 in Â Books > Business & Money > Management & Leadership > Leadership

## Customer Reviews

Hi, Iâ™m Douglas Burdett, host of The Marketing Book Podcast and Iâ™d like to tell you about the book âœChief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engineâ• 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 thatâ™s because if the experience your customers have with you is a bad one, they will not return. And, theyâ™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 â“ 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, itâ™s really complicated to do. But it can be done and when done properly it can have a dramatic effect on a companyâ™s growth. In âœChief Customer Officer 2.0â• 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.

[Download to continue reading...](#)

Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine The Engine That Could: Seventy-Five Years of Values-Driven Change at Cummins Engine Company The Provost's Handbook: The Role of the Chief Academic Officer The Chief Petty Officer's Guide (Blue and Gold Professional Series) The Chief Financial Officer: What CFOs Do, the Influence they Have, and Why

it Matters (Economist Books) Chief Culture Officer: How to Create a Living, Breathing Corporation  
Master The Officer Candidate Tests: Targeted Test Prep to Jump-Start Your Career (Peterson's  
Master the Officer Candidate Tests) Corrections Officer Exam (Corrections Officer Exam (Learning  
Express)) Becoming an Officer of Marines: The Definitive Guide to Marine Corps Officer Candidate  
School Inside the Microsoft Build Engine: Using MSBuild and Team Foundation Build (2nd Edition)  
(Developer Reference) SEO: Easy Search Engine Optimization, Your Step-By-Step Guide To A  
Sky-High Search Engine Ranking And Never Ending Traffic (SEO Series) What Customers Want:  
Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using  
Outcome-Driven Innovation to Create Breakthrough Products and Services The Ultimate Question  
2.0 (Revised and Expanded Edition): How Net Promoter Companies Thrive in a Customer-Driven  
World (Your Coach in a Box) Rolls-Royce Merlin Manual - 1933-50 (all engine models): An insight  
into the design, construction, operation and maintenance of the legendary World War 2 aero engine  
(Owners' Workshop Manual) Seo 2017: Search Engine Optimization for 2017. On Page SEO, Off  
Page SEO, Keywords (SEO Books, Search Engine Optimization 2016) SEO 2017: Search Engine  
Optimization for 2017. On Page SEO, Off Page SEO, Keywords (SEO Books, Search Engine  
Optimization 2017) WordPress: A Beginner to Intermediate Guide on Successful Blogging and  
Search Engine Optimization. (Blogging, SEO, Search Engine Optimization, Free Website,  
WordPress, WordPress for Dummies) SEO Made Simple (4th Edition): Search Engine Optimization  
Strategies: How to Dominate Google, the World's Largest Search Engine SEO+Clickbank (Search  
Engine Optimization 2016): Use The Power of Search Engine Optimization 2016+ Clickbank Link  
Building Strategies for SEO: Top 25 Strategies to Build Backlinks to Your Website Ethically and  
Improve Your Search Engine Ranking for the Long Term!

[Dmca](#)