



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

By Jeanne Bliss



## Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine By Jeanne Bliss

### 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.

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 customers' lives. Jeanne Bliss fearlessly shares her tools and leadership 'recipe cards' 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 Lands' 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. Jeanne is the co-founder of the Customer Experience Professionals Association, established to advance the worldwide discipline of customer experience and customer experience practitioners. 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).

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### Editorial Review

From the Inside Flap

#### A Customer Experience Roadmap to Transform Your Business and Culture

*Chief Customer Officer 2.0* gives you a proven framework that has launched and advanced the customer experience transformation in both business-to-consumer and business-to-business companies around the world.

And it will take years off your learning curve.

Written by Jeanne Bliss, a CCO practitioner for over twenty years, and pre-eminent thought leader on the role of the Customer Leadership Executive and customer experience, this book outlines in detail Jeanne's Five-Competency Model. The same model Jeanne uses to coach the C-Suite, Chief Customer Officers and Vice Presidents of Customer Experience globally. Using her framework, you will discover how to:

1. Manage and Honor Customers as Assets
2. Align Around Experience
3. Build a Customer Listening Path
4. Embed Experience Reliability and Innovation
5. Lead One Company Accountability, Leadership & Decision Making

*Chief Customer Officer 2.0* will quickly get you into action with a united leadership team, shifting your business focus to earning the right to growth, by improving customers' lives. In *Chief Customer Officer 2.0*, Jeanne Bliss provides practical guidance on how to embed the Five Competencies into the way your company develops products, goes to market, enables and rewards people, and conducts annual planning. And she fearlessly shares her leadership tools and 'recipe cards' developed over thirty-years as a Chief Customer Officer practitioner and coach, to support and enable your business transformation.

Including over forty case studies of how Chief Customer Officers around the world embed these five competencies, this is the book you have been waiting for. The book that tells it like it really is and gives you the framework to begin to build your customer-driven growth engine — today.

From the Back Cover

Praise for

#### CHIEF CUSTOMER OFFICER 2.0

"If Jeanne Bliss hadn't written her first book, I wouldn't be in the role I have today. Now, ten years later, she continues to provide leading guidance for Chief Customer Officers."

—**Job Dasteel**, Senior Vice President and Chief Customer Officer, Oracle

"It's really very simple: Anyone in business should be thinking about customers, and anyone thinking about customers should be reading Jeanne Bliss."

—**Don Peppers**, Founding Partner, Peppers & Rogers Group

"No one knows more about the Customer Experience Leadership Role than Jeanne Bliss. Buy this book to jump-start your learning, get traction and transform your business."

—**Scott Dille**, Senior Vice President and Director of Client and Employee Experience at Northern Trust

"*Chief Customer Officer 2.0* is our new handbook for evolving our organization to earn customer-driven growth."

—**Claire Burns**, Chief Customer Officer, MetLife

"Jeanne Bliss' Five Leadership Competencies in this book aligned our leadership team, and gave us a roadmap for improving our customer experiences."

—**Pat Meyer**, President and CEO, Pella Windows

"Jeanne Bliss' real-world experience is a gift to Chief Customer Officers - she brings a practical understanding to the aspiration of leading an organization toward customer-centricity."

—**Jo Taylor**, Chief Customer Officer, Vice President, Global Market Research, Eli Lilly and Company

#### About the Author

**JEANNE BLISS** pioneered the Chief Customer Officer position holding the role for over twenty years at Lands' End, Allstate, Coldwell Banker, Mazda and Microsoft. Since 2002 she has led CustomerBliss, a leading customer experience transformation company where she helps companies achieve customer-driven growth with clients such as AAA, Johnson & Johnson, Brooks Brothers, Costco, Bombardier Aerospace and Kaiser Permanente, among others. She is a worldwide keynote speaker, and co-founder of the Customer Experience Professionals Association. Jeanne Bliss is the bestselling author of *Chief Customer Officer: Getting Past Lip Service to Passionate Action* and *I Love You More than My Dog: Five Decisions that Drive Extreme Customer Loyalty in Good Times and Bad*.

#### Users Review

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##### **George Hardy:**

Playing with family in a very park, coming to see the coastal world or hanging out with good friends is thing that usually you might have done when you have spare time, in that case why you don't try matter that really opposite from that. One particular activity that make you not experience tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of knowledge. Even you love Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine, it is possible to enjoy both. It is great combination right, you still would like to miss it? What kind of hang type is it? Oh can occur its mind hangout folks. What? Still don't obtain it, oh come on its identified as reading friends.

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sixth sense will directly make suggestions to pick up this book.

**Teresa Fernandez:**

This Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine is great guide for you because the content that is certainly full of information for you who else always deal with world and possess to make decision every minute. This particular book reveal it information accurately using great arrange word or we can point out no rambling sentences inside it. So if you are read the item hurriedly you can have whole facts in it. Doesn't mean it only will give you straight forward sentences but challenging core information with splendid delivering sentences. Having Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine in your hand like keeping the world in your arm, data in it is not ridiculous one particular. We can say that no book that offer you world throughout ten or fifteen minute right but this e-book already do that. So , this can be good reading book. Hey there Mr. and Mrs. stressful do you still doubt this?

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