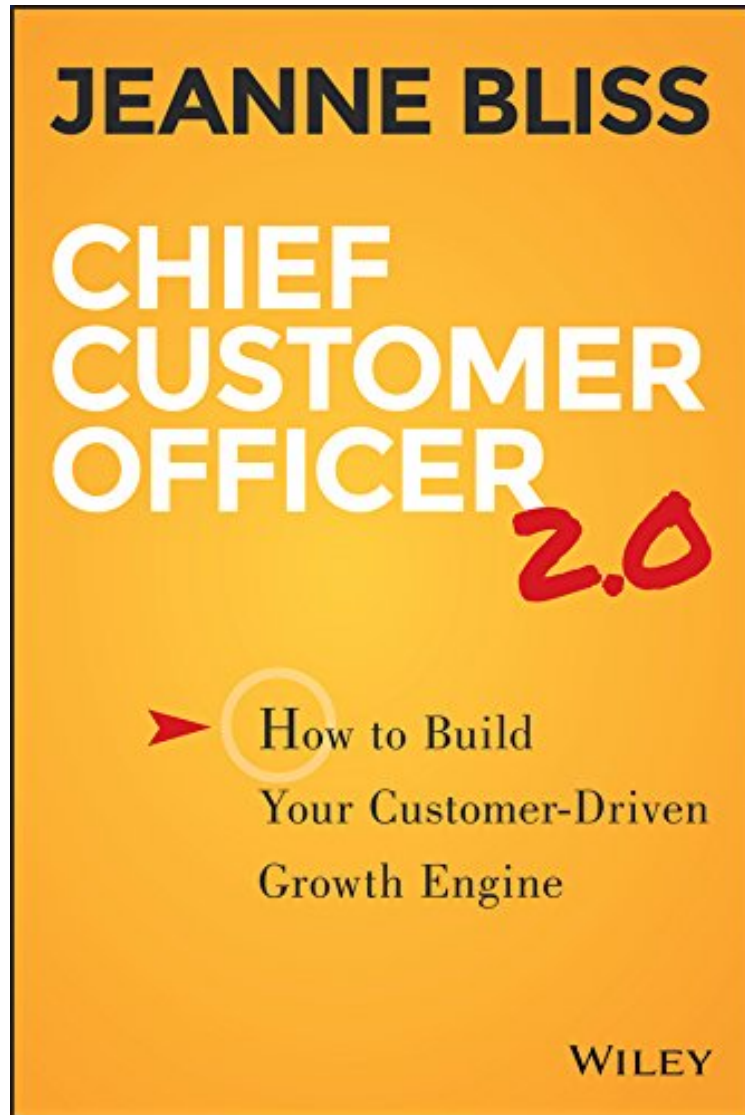


Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine

Jeanne Bliss

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Jeanne Bliss : Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine before purchasing it in order to gage whether or not it would be worth my time, and all praised Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine:

9 of 9 people found the following review helpful. A must read - go to resource for any CX professional By Bradford S. I've been a #SuperFan of Jeanne Bliss for over a decade, and I love the updated Chief Customer Office 2.0 book. Having been a Customer Experience (CX) Executive at Symantec, Yahoo and Sage I know first hand the C-

Suite conversations and key executive alignment that must occur for any company attempting a CX focused transformation. The simple notion of "Earning the right for your business to grow, through enriching the lives of your customers", or replacing "Loyalty with Desire" as you stop chasing NPS scores, are game changers to help you drive the right discussions in the C-Suite. The collective wisdom in this book retold through over 40 case studies, and the unique way the book is structured to around the 5 core competency framework, reinforced through "action labs" and "my rock/my story" make this book a go to resource for any in a Customer Success, or Experience leader. The CX Competency maturity index is a great starting point for someone new in the position, or in year 1, 2 or 3 of their tenure. Lastly, the techniques and guidance offered around uniting the company's leadership team to ensure the CEO's legacy was most profound and useful; specifically the discussions around: - Focus on Growth and Customers as Assets (no more survey score addictions) - Identify the Power Core of your company, (to leverage that unique "cultural currency" to help accelerate your work) - Uniting Leadership to connect Talk into Action (walk the talk and drive the culture) - Effectively Telling the Story of Customer's Lives (care why customers stay or go) - Improving the CX Business Engine (earning the right to do this work) This book has touched all of the significant events I've experienced as a CX executive leader over the past decade, and based on that; I give it my highest recommendation as a "Must Read" for any CX professional.

@SageThurry2 of 2 people found the following review helpful. Why a real customer orientation is so profitable. By Douglas N. Burdett[[VIDEOID:71a948463775233d394a8e624888dfe4]] Hi, 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. A lot of companies think they are customer oriented, but they're not. The book shows you how to honestly diagnose the level of customer orientation and then how to reverse engineer that feedback to constantly improve and measure your progress and how that translates into dollars, cents, profits and growth. This book should be on every smart CEO's reading list. And, to listen to an interview with Jeanne Bliss about "Chief Customer Officer 2.0", visit MarketingBookPodcast.com.

4 of 4 people found the following review helpful. Turns what some feel is "fluff" into some really powerful stuff! By Tammy Nelson My entire 20+ year career has been in marketing and, increasingly, over the past 5-8 years, has included significant involvement in and responsibility for customer experience and company culture. As a marketer, some assume I like "fluffy" stuff but I don't. And that's what I like most about this book -- it turns a topic that some find "fluffy" and hard to pin down, into something very tangible and measurable. The book identifies and elaborates on five very clearly articulated "Customer Leadership Competencies" and even includes a self-assessment to gauge where your organization stands today. Even if your organization doesn't have a named CCO role, this book can help you down a path to becoming more customer-centric to grow your business. Great read!

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 customer's 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).

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: Manage and Honor Customers as Assets Align Around Experience Build a Customer Listening Path Embed Experience Reliability and Innovation 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." —Jeb 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.