



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

*Jeanne Bliss*

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## **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).

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

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# From Reader Review Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine for online ebook

## Paulo Peres says

Read it. Think with mindset leadership. But use another books focused in service design too

Jeanne gave us a book excellent. For me, is a great source to combine with another books when the theme is customer experience.

Jeanne clarify and bring a light for a good way to explore better the customer journey map. I'm coming by service design, and my vision about this book is that it is necessary to amplify your understanding not really for the experience just, but the importance of the leadership and the mindset focused customer-centric.

PS: Even, in sometimes, she has a way to writing, repeating concepts. And, maybe the fourth chapter, could have had more clear about the training, facilitation about human-centered, putting more enfasys in this parte very indispensable to understanding what are "the users".

Insert the figure of Culture Chief Officer inside an company maybe not be a really a easy way, but the concept certainly is easier. Ms Bliss, tracking us a long the road, asking good questions for CEOs, and the employees.

Read it, but search for books focused in service design too.

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## Vasco says

The bad: what a long book. Maybe I'm missing something here, but I did not find 50% of the information useful. I found it generalizations, abstract actions and reiterations of the same thing over and over. I get that the book is strategic. It's executive-level. It's abstract. But this goes way too far, degenerating in generic lessons that I feel anyone could have written. Overall the book reads slow and is not interesting at all.

The good: there are some nuggets throughout the book. Some specific examples written by specific people or some real case studies. But these are few and far between.

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## Andrew says

Meh. I should start by saying that I generally am not a fan of many business books. They tend to be basic common sense 98% of the time. This book is primarily written for individuals who are Chief Customer Officers at companies rather than for the companies in general. The author is a big believer in tell them what you're going to say, say it, say it again, and then tell them what you told them. In other words this book could have been reduced in size by 75%. There were some decent, practical ideas for getting a company to truly focus on the customer - but overall it was a real slog to get through this book.

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### **Ricardo Praelli says**

Good but too long and repetitive. 3.5/5 stars.

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### **Jonathon Robert says**

Fantastic foundation for building a customer experience program.

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### **Eldon Phukuile says**

excellent

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### **Thijs says**

A book with more in it than you'd think.  
It reads very difficult, and is sometimes quite repetitive.

I would recommend the book, though, and it won't harm to read it. It's a nice overview of questions and remarks to have in your pocket when dealing with customers.

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### **Emma says**

This book is unnecessarily long and dull - it's a perfect example of 'could have been a white paper'. The author's writing is reparative and annoying and it's too general a book, trying to cover all bases but missing most of them. I give it two stars, because my boss was impressed when he saw the title and i got about 3 things from it.

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### **Fred Zimny says**

It was Sarah Chambers' review that triggered me:

"We can't believe it's been 10 years since Jeanne Bliss' first book on the Chief Customer Officer (CCO) was released. Chief Customer Officer : Getting Past Lip Service to Passionate Action revolutionized the representation of customer needs in the C-suite by breaking down silos and driving change in almost every industry.chief customer officer 2.0

However, times have changed! In the last 10 years, technology and big data have brought us more ways of knowing and helping our customers. Even more noticeably, social media has created a necessity for change. Customers are increasingly empowered to speak out about their needs and companies must be equipped to

unify the customer experience across multiple channels – in a more public forum than ever before!"

Having worked in customer service during three decades, I have to acknowledge that things are changing (not fast enough but that can only boost one's motivation).

I read in Jeanne's book that "what i loved about the economic downturn (okay, hang in here with me) is that it made the best companies better. In both business-to-business companies and business-to-consumer companies, the most outside-in organizations took actions that said to customers: We know your life, we know what your are going through and here is what we are doing as a result". Be sure, these are hard and true words.

As stated elsewhere, having worked in customer service for three decades I make a distinction in these decades:

1985-1995: the rise of the importance of quality and knowledge

1995-2005: the rise of design (actually styling) and money and the fall of the importance of quality and knowledge

2005-2015: the rise of design thinking and social media and the fall of (bad) money and style.

Please do not misunderstand me. Quality, knowledge management, design, management, design thinking and social media are not fads. They are the layers needed for any business and organization to thrive and survive. But that is not enough.

Another way of working

Probably you are working in (or for) a bigger organization. These organizations still often rely on surveys (voice of the customers) programs to manage the customer experience. Often, the management approach is find a problem owner in a silo (yes, they still exist), allocate resources and report within a certain time frame. Oops, any chance of success? And the next survey results do not show any real progress. And that year after year.

You need a roadmap to transform your business, your organization, your institution and - do not forget - your own business model.

Jeanne outlines an approach that is imperative for startups and small business. Focus on the growth of your customer base.

What to do?

Competency Two: Align around Experience – Give leaders a framework for guiding the work of the organization. Unite accountability as customers experience you. Not down your silos.

Build a Customer Listening Path – Seek input and customer understanding, aligned to the customer journey. Tell the story of customers' lives.

Proactive Experience Reliability & Innovation – Know before customers tell you, where experiences are unreliable. Deliver one-company consistent and desired experiences.

Competency Five: One-Company Leadership, Accountability, and Culture – Leadership behaviors required for embedding the five competencies. Enabling employees to deliver value.

What will come next in the next 10 years?

Probably we are heading for an era of economic growth as a result of the transformation of the way we do business and work. Agile, lean, startups, design-driven innovation will be dominant enablers.

And the groundwork, done by Jeanne in the book will assist you to deliver more value for your customers and your organization.

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### **Norbert Kaiser says**

To much CCO focused in my opinion, but it gives a very good insight into the management of CS and CX.

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### **Brian Nicholson says**

Jeanne Bliss has some good advice for would-be Chief Customer Officers and organizations considering such a position.

The quality of the content is about a 4. Repetitiveness and poor editing bring it down to a 3.5. Still, I'd recommend it to anyone learning about the role of a CCO.

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