

Jeanne Bliss as Your Speaker.

Become A Company Customers Love And Can't Live Without

*What's on the inside shows up on the outside...
And that means C-U-L-T-U-R-E.*

The five decisions Of Beloved and Prosperous Companies.

Go “behind the scenes” of the decision making that goes on inside beloved companies. Discover the five common decisions they make and put into practice that makes them immune to the competition and thriving, in good times and bad. Learn how their culture is their growth engine. Learn the impact of their uncommon decision making. Then, through this session, begin the process to understand how your decisions and actions have created your culture. Understand its impact on your customers, on your employees and on your business growth and prosperity. See how far or close you are to earning business outcomes compared to beloved and prosperous companies.

Hundreds of companies have customers who admire them, but only an elite few have true advocates – passionate, vocal, loyal fans – who tell the stories of their experiences and about how much they “love” them.

Discover:

- Do your decisions today earn your company beloved status?
- How beloved companies honor employees and customers.
- Their clarity for how they impact customers' lives.
- How they drop the corporate veneer with customers.
- What decisions drive reliability, peace-of-mind and growth.
- How they decide to make saying sorry an important “peace process.”

Filled with as many suggested actions as anecdotes, this content demystifies and creates clarity on the road less traveled by beloved companies. It gives you a path to follow in their footsteps -- a path that is right for you, for your company, and for your people.



Customize Your Content:

- With pre-meeting or post-meeting Audio MP3 overviews of the five decisions
- Have participants take the high level diagnostic: “Are we beloved?”
- Pre-work that prepares the mindset for learning such as creating customized challenge questions based on your selection from the book of the examples that will resonate most for your audience.
- You pick which of the 45 case studies to be presented from the book.
- Discounted pricing and option of customizing copies of “I Love You More than My Dog: Five Decisions for Extreme Customer Loyalty in Good Times and Bad” for your audience.
- Follow-up tools and products to work-out elements identified as action items in the presentation.

Customize Delivery :

This content can be delivered as a keynote or more in-depth workshop to help you achieve your meeting goals:

- Executive Engagement.** Take the mystery out of what customer “culture” is. Draw a clear correlation between culture and business results. Gain commitment and create clarity for the actions to move ahead.
- Company-wide Meeting.** Introduce or gain momentum. Use the time to jump start stalling efforts, or motivate people to keep moving forward.
- Team Or Cross-Functional Team Meeting.** Use the session to evaluate, understand and improve the customer culture of your team or teams.

Jeanne Bliss as Your Speaker.

Get past the lip service to earn your customers' rave...

Make Your DNA Revolve Around Customers.



Deliver an experience your customers will want to repeat and tell everyone they know about!

Companies and leaders genuinely *want* to do the right thing for customer and the business, yet competing operational priorities make it difficult to focus on delivering a meaningful customer experience day in and day out.

“Customer” companies have a remarkable capacity to blend agendas across the organization to deliver a coordinated and meaningful experience to customers. Most companies want to get there. Few arrive at the destination. Learn the most powerful actions to take, and in what order to take them!

This valuable and compelling content, adapted from Jeanne Bliss’s best-selling book, “Chief Customer Officer: Getting Past Lip Service to Passionate Action,” is part of a learning journey designed to help you focus on what’s most important for delivering meaningful customer experiences that drive profitability and growth. It’s not about a point in time; it’s about a process that leads to customer rave.

You will walk away with strategies and tools customized to build powerful customer relations and clarity for leaders on how to create partnerships and motivate employees. Audiences receive practical advice, actions, and ideas for how to reset the way they work together to make customers the priority of the business.

Discover:

- What drives your priorities, meeting agendas, and metrics?
- How to inspire and instill accountability across functions.
- Your “power core” –driving your corporate priorities.
- How to lay your foundation for customer experience delivery.

Customize Your Content:

- A copy of “Chief Customer Officer: Getting Past Lip Service to Passionate Action” for each attendee.
- Electronic reality check audit – a diagnostic on your ability to deliver a customer experience today. *Your results are tabulated prior to the workshop and used within the session.*
- Pre-work that prepares the mindset for learning such as identifying the “marquee” moments in your customer experience; and evaluating if they are reliable, remarkable, or requiring resuscitation.
- Customized exercises for your business.
- Follow-up exercises to work-out key elements identified as action items in the presentation.

Customize Delivery :

This content can be delivered as a keynote or more in-depth workshop to help you achieve your meeting goals:

- Executive Engagement.** Need to get everyone on the same page and committed to the customer commitment? We work with you to understand where you are now, and what you need to accomplish from your meeting.
- Company-wide Meeting.** Introduce or gain momentum for your customer experience journey. Use the time to jump start stalling efforts, or clarify and motivate people to keep moving forward.
- Team Or Cross-Functional Team Meeting.** Hold a customer experience mapping session. Begin or advance the unified development of a customer experience framework.

Jeanne Bliss as Your Speaker.

Jeanne Bliss is not an evangelist or observer of companies.

She has done this work you are tackling today – for 25 years.

As the Customer Leadership Executive for five large U.S. market leaders, Jeanne fought valiantly to get the customer on the strategic agenda, redirecting priorities and creating transformational changes to the brands' customer experience. She has driven 95 percent loyalty rates, changing customer experiences across 50,000 person organizations.

Jeanne developed her passion for the customer at Lands' End, Inc. where she reported to the company's founder, serving as leader for the Lands' End customer experience. She was Senior Vice President of Franchise Services for Coldwell Banker Corporation. Jeanne served Allstate Corporation as its officer for customer retention and satisfaction. She was Microsoft's General Manager of Worldwide Customer and Partner Loyalty. At Mazda Motor of America she drove the brands' customer retention effort.

Jeanne's Two Best Selling Books Will Help You:

Create the Culture of Beloved and Prosperous Companies



Understand how your company can move from being an "everyday" company to a "beloved company. Learn from 45 decisions case studies that created a beloved culture. Then compare your decisions and take action – to build committed customers, employees and business prosperity.

Unite Your Operation. Drive Accountability. Deliver Your Promise.



This book provides a complete roadmap for customer leadership. Translated into five languages, it's frequently the first resource newly "minted" Chief Customer Officers /Chief Experience Officers reach for to succeed in their positions. Used around the world for improving customer centricity in business operations.

Who Else Drove the Charge for Customers Inside Five Major US Corporations?