We work together...to customize the five competencies for your business.

--Jeanne Bliss

The Five Customer Leadership Competencies

The 5 leadership competencies are a proven framework to build your customer-driven growth engine. Working through them will accelerate your customer experience transformation, and take years off your learning curve. In our work together, we customize them for your business, leaders and culture. Please contact Jeanne at Jeanne@customerbliss.com or 425-444-7654 for help customizing them for your business.

Competency 1, customers as assets moves you to a simple non-refutable measure of if you did, or did not, earn the right to customer growth.

Competency 2, align around experience changes accountability and the story of the business from silo performance to customer life improvement.

Competency 3, build a customer listening path unites multiple sources of customer feedback to tell the story of customers’ lives by stage, as they experience you.

Competency 4, proactive experience reliability & innovation lets you know, before customers tell you, if the experience you delivered was reliable and valuable to them.

Competency 5, one-company accountability, leadership & culture unites leaders to guide and enable the company to improve customer and employees’ lives.

“Working with Jeanne Bliss, we went from concept to a robust process and actions in less than six months.”

-- Steve Menneto, Vice President of Motorcycles, Polaris Industries

“Jeanne’s five competencies gave us a clear and concise path for improving client experiences and uniting our leadership team.”

-- Dan Schrider, CEO, Sandy Spring Bank
What I know from 30 years as a CCO practitioner and coach to Customer Experience Executives and their leadership teams is that we’ve got to take the reactive nature out of this work. Customer experience transformation that connects to business growth can only succeed by embedding behaviors and competencies into the organization. These five competencies will transform how you do work to achieve customer-driven growth. For this work to become critical to driving business growth, it must rise above the fray of being defined by reactive problem solving to the most recent customer calamity, or chasing survey scores. The 5 leadership competencies break this work into achievable and operationally understood actions, beyond words and lip service, so that you can build a ‘customer-centric’ leadership team and company.

The benefits of the five competencies:

- They connect to business growth. The competencies work in tandem to elevate the work from getting a survey score to ‘earning the right’ to growth.
- You build them at your own pace, with the actions most potent for your culture, leaders, and capacity.
- They build a customer experience improvement process and engine analogous to what people are familiar with for product development, with distinguishable steps, metrics and gating requirements for proceeding.
- They drive priorities and diminish the “boiling the ocean” approach by driving one-company focus.
- The specificity of the actions for building the engine clarifies the role of the customer experience executive.
- The CCO role (finally) becomes clear as facilitator of your customer-driven growth engine, uniting leaders and the organization to make decisions that improve customers’ lives and drive growth.

1: HONOR AND MANAGE CUSTOMERS AS ASSETS.

*Know the Growth and Loss of Customers and Care About the ‘WHY?’*

"Experience" Accountability =

**Customers as Assets.**

Align leaders to make a defining performance metric – the growth or loss of your customer base. Shift to a simple understanding of customer-driven growth success.

- Growth of Customers
- Loss of Customers
- Business Growth

New Customers, Volume and Value?

Lost Customers, Volume and Value? Why?
2: ALIGN AROUND EXPERIENCE.

Give Leaders a Framework for Guiding the Work of the Organization.
Unite Accountability as Customers Experience You. Not Down Your Silos.

"Experience" Accountability =

Align Around Experience.
Align the Operation Around Customer Experience Delivery & Innovation.
"Earn the Right" to Customer Asset Growth:
• Customer Journey
• Focus on Priorities
• Leadership Language

3: BUILD A CUSTOMER LISTENING PATH.

Seek Input and Customer Understanding, Aligned to the Customer Journey.

"Experience" Accountability =

Build a Customer Listening Path.
Seek Input and Understanding at Critical Points Along the Customer Journey:
• Tell the Story of Customers’ Lives.
• Unite Decision-Making and Focus.

4: PROACTIVE EXPERIENCE RELIABILITY & INNOVATION.

Know Before Customers Tell You, Where Experiences Are Unreliable.
Deliver Consistent and Desired Experiences.

"Experience" Accountability =

Proactive Experience Reliability & Innovation.
Build the ability to predict performance, rebuild and innovate at key touchpoints.
Make customer experience development as important as product development.
5: LEADERSHIP, ACCOUNTABILITY & CULTURE

Leadership Behaviors Required for Embedding the Five Competencies. Enabling Employees to Deliver Value.

"Experience" Accountability =

#5 One-Company Leadership, Accountability, Culture

Decisions and Operational Actions That Steer the Company Toward Customer-Driven Growth. United Leadership Behavior to Connect the Silos and Enable People to Act.