

Jeanne Bliss as Your Speaker

**Your event is your
"moment"... Nothing is more
important than delivering a
memory for your audience.**



Your event is your *moment*. You spend months, sometimes years planning these meetings. When you contact me to discuss your event, there is nothing more important to me than ensuring that we put together the right message and delivery for your audience. One that delivers a memory, charges your audience up, and prepares them to act!

“If you are looking to light up a couple thousand people with the value of doing what is right for your customers, look no further.

Jeanne Bliss has that rarest of talents – being an operationally driven visionary.

She’s a bottle-rocket wrapped inside a book of customer wisdom.”

-- Mike Mansbach, CEO at Punch Tab

Jeanne Bliss Biography

Jeanne Bliss pioneered the Chief Customer Officer position, holding the role for over twenty years reporting to the Chief Executive Officer at Lands’ End, Allstate, Coldwell Banker, Mazda and Microsoft Corporations, where she moved the customer to the strategic agenda, redirecting priorities to create transformational changes to each brands’ customer experience. She has driven achievement of 95 percent loyalty rates, improving customer experiences across 50,000-person organizations. Since 2002 Jeanne’s led CustomerBliss, a preeminent customer experience consultancy guiding companies to achieve customer-driven growth. Jeanne is the co-founder of the Customer Experience Professionals Association, established to advance the worldwide discipline of customer experience and develop customer experience practitioners. Her best-selling books are *Chief Customer Officer: Getting Past Lip Service to Passionate Action* (2006), and *I Love You More than My Dog: Five Decisions that Drive Extreme Customer Loyalty in Good Times and Bad* (2011). She is a worldwide keynote speaker sought frequently by major media for her point of view.

Speech and Workshop Topics

- Become a Beloved & Prosperous Company that Earns Social Media Raves & Growth
- Helping Companies Grow...by Improving Customers’ Lives
- How to Build Your Customer-Driven Growth Engine
- Leading Customer Experience Transformation & Innovation
- The role of the Chief Customer Officer

Popular Speeches

The Five Decisions of Beloved and Prosperous Companies, Adapted from Jeanne's Book

I Love You More than My Dog: Five Decisions that Drive Extreme Customer Loyalty in Good Times and Bad.

In this keynote or workshop, 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 what makes them immune to the competition and thriving, in good times and bad. Learn how their culture is their growth engine, and 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. Become a Beloved and Prosperous Company.

How to Build Your Customer-Driven Growth Engine, Adapted from Jeanne's Book

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

Just how do you go about building a customer-centric company? How do you earn the right to growth, by improving customers' lives? In this keynote or workshop, Jeanne Bliss demystifies how you can successfully lead a customer experience transformation. Built around her **five-competency framework** that has launched and advanced the customer experience transformation in businesses around the world, Jeanne will navigate us on how to embed these competencies to get into action quickly with a united leadership team. And will show how embedding them will shift your business intent to earning the right to growth by improving customers' lives. She will also share some of the over 40 interviews conducted with CCO's around the world and how they are bringing these competencies to their organizations.

“From the moment Jeanne begins to speak, you feel a rush of energy and the passion of thirty years of intense customer focus packed into her five-foot frame.”

-- Bob Johnson, Vice President, Health & Wellness
Century Furniture Corporation

To hire Jeanne to deliver for your audience...

Give me a call at 425-444-7654 so we can chat about this meeting you're planning, or email me at Jeanne@customerbliss.com. I look forward to working with you on memory creation for your audience.

Some of Jeanne's Keynote Clients Around the World

Airlines

Air Transat
Copa Airlines
Southwest Airlines

Arts and Entertainment

Activision
Living Social
The Smithsonian Institute
Ubisoft Gaming

Associations & Memberships

AARP
AHIP – American's Health Insurance Plans
AMA – American Marketing Association
AVDA - American Veterinary Distributors Association
ALTA - American Land Title Association
CUNA – Credit Union National Association
CXP – Customer Experience Professionals Association
DMA – Direct Marketing Association
CMO Council – Chief Marketing Officer Council
WOMMA – Word of Mouth Marketing Association

Automotive and Vehicles

AAA
Auto Desk
Edmunds.com

Banking and Finance

AAA Insurance
AIG
Ameriprise Financial
Coop Financial
Country Meadows
Edward Jones
GE Capital Solutions
H&R Block
Liberty Mutual
MetLife
Norwich Union
Physician's Mutual
Prudential Insurance
Safeco Insurance
Sun Life
TD Ameritrade
Wells Fargo

Business-to-Business

Allstream Canada
Bombardier Aerospace
Century Furniture
Emdeon
The Irvine Company
Industrial Supply Association
JD Powers
Loreal
Maritz CX
Mitchell Workflow
Monsanto
MSA – The Safety Company
National Rural Electric Cooperative Association
Pridestaff
Vistakon, Johnson & Johnson
Western Candy Conference

Education

Arizona State University
Laureate Online

Food and Drink

Krispy Kreme
Sodexo
Tim Horton's
Wakefern Food Corp.

Government & community

Canada Post
BC Hydro

Healthcare

Attain Fertility
Blue Cross Blue Shield
Gulfside Regional Hospice
Kaiser Permanente
St. Jude Children's Research Hospital
Vein Clinics

News and Media

Boussias Communications-Greece
The Conference Board
Information Today
Marketing Profs
Motley Fool
Source Media
Thomson Reuters
Wolter Kluwer Company
Yahoo!

Services

The Maids Home Services
Kindermusik

Retail

Bath Fitters
Bluestem Brands
Brooks Brothers
Costco Wholesale
Hearts on Fire Jewelers
Kindermusik
Krispy Kreme
Pella Windows
Picture People
Shop.org
Schottenstein Stores Corp.
Staples
Zappos

Sports & Recreation

Bombardier Recreational Products

Software / Technology

Adobe
Alteryx
Avaya
CDC Software
Clarabridge
Cisco
Citrix Systems
Esker
Gainsight
Informatica
Intuit
Kana
Knowlagent
Microsoft
Nuance
Oracle
Parature
Per Se Technologies
Sage Software
Scansource
Symantec
Totango
Vovici

Travel

Expedia
Blue Green Vacations
Virtuosio

Utilities

Bell Canada
Flow Jamaica
Pacific Gas & Electric
Smart Communications
Southern California Edison
Telus
Time Warner Cable

Conferences (just a few)

Australia Customer Service Institute
Best Practice Conference
Center for Services
Leadership Symposium
The Conference Board
Colloquy
Delight Conference
Forrester Customer Experience
Institute for International Research
International Customer Service Association
Loyalty 360
Loyalty World
NextGen CX
Net Promoter
Retail CX
Services Leadership Institute
SpeechTek