

## The Chief Customer Officer Job Description

This is a brief description for the Chief Customer Officer. You can use this as the starting point for a job description, modifying it as necessary for your organization.

### The goals of the CCO:

- Engage the organization in managing customer relationships, revenue, and profit.
- Create a persistent focus on the customer in the actions the company takes.
- Drive the organization to work together for optimum customer experience delivery.
- Support leaders in their role as cultural leaders in the transformation journey.

As a change agent inside the company, the CCO performs four specific functions:

### 1. Establishes metrics for defining the relationship with customers

Partners: Usually finance and marketing for guerrilla metrics; issue trending requires engagement and alignment with all functional vice presidents

- Guerrilla metrics; simple metrics to manage customers as an asset.
- Voice of the Customer competency development:
  - Real-time issue (such as complaints) trending and tracking.
  - Corraling all the surveys and uniting a company-wide approach
  - Optimizing for “listening” pipe opportunities, web, social media, field etc.
- Create a united platform for understanding and taking action.

### 2. Influences cross-company agreement on how to deliver greatest value to customers

Partners: Marketing and finance (and sales, depending on the organization)

- Define what customers value - how to determine the differentiating experience to be delivered.
- Determine what customers to invest in.
- Decide where to make investment decisions, that is, the highest-impact contacts and efforts.
- Create a common language set and definitions for the customer experience.

### 3. In partnership with leaders, drive accountability through cross-company data and metrics

Partners: The chief executive and all functional vice presidents

- Facilitate the development of the accountability action chain, establishing the approaches and implementation of research to understand customer loyalty and return on investment (ROI).
- Work with leaders to identify baseline metrics for tracking interaction with customers.
- Drive tracking and reporting to get to reliability in key interactions.
- Lead the accountability forums - when to meet with whom to drive accountability.
- Work with leaders on messages, reinforcing, recommendations for recognition, and driving the culture change forward.

### 4. Clarifies a common approach and process for driving the work across the organization

Partners: All of the functional vice presidents

- Identify operational accountability cross-functional alliances.
- Facilitate working together across the silos instead of separately within them.
- Instill the discipline of process change and change management into the organization.