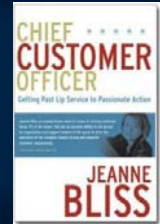


Who ELSE led the charge for customers Inside 5 major US Corporations?



Jeanne Bliss was “Chief Customer Officer” for
Lands’ End, Mazda, Coldwell Banker, Allstate, and Microsoft

Put her unparalleled experience to work for you.



“From the moment Jeanne begins to speak, you feel a rush of energy and the passion of 25 years of intense customer focus packed into her five-foot frame.”

Bob Johnson
Chief Customer Officer
Century Furniture Corporation

Jeanne Bliss helps leaders get the customer on the strategic agenda, redirecting priorities and creating transformational changes to the brands’ customer experience. She has driven achievement of 95 percent loyalty rates, changing customer experiences across 50,000-person organizations.

Jeanne’s passion for customers is a blend of her Italian heritage and the serendipitous circumstances which brought her to **Lands’ End, Inc** in the Wisconsin farmlands in 1983 where she reported to the company’s founder and executive committee 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 chief officer for customer satisfaction & retention. She was **Microsoft** Corporation’s General Manager of Worldwide Customer & Partner Loyalty. At **Mazda** Motor of America she initiated the brand’s customer retention effort.

Find Jeanne at: www.customerbliss.com

Keynotes by Jeanne Bliss

Make Your DNA Revolve Around Customers *Connecting Your Silos for Customer Growth*

“Customer” companies have a remarkable capacity to blend agendas across the organizational silos to deliver a coordinated and meaningful experience to customers. Most companies want to get there. Few arrive at the destination. Jeanne Bliss puts her 25 years as customer leader to work to help you find the right path for your organization. Audiences receive practical advice and actions and ideas for how to reset how they work together to make customers the priority of the business.

The 5 Habits of Beloved Companies

Beloved companies transcend the regular practices of commerce and create an emotional connection with their customers. In this keynote, learn the 5 habits that set the beloved companies apart. Learn how they use them actively to define the intent and motivation of your business. Filled with examples of the companies that customers love and employees love being part of; this keynote gives you a lens through which to compare and contrast your organization’s purpose and intent for your customers. With its customized content, it gives you a kick-start to understand where you excel and where the work lies inside your organization.

Deliver Experiences Customers *DESIRE!*

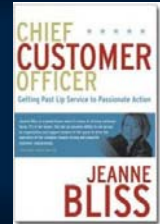
Using her background as one of the architects of the Lands’ End customer experience, Jeanne Bliss builds a customized presentation using your existing customer experience; examining it through her lens of customer desire and memory creation. She then prods the audience to evaluate, probe and deliver the ‘aha’ of what it takes to move from the experience you’re delivering today to one customers truly *desire*.

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“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 is has that rarest of talents -- being an operationally driven visionary. She’s a bottle-rocket wrapped inside a book of customer wisdom“

Mike Mansbach
Senior Vice President
Citrix Online

Your presentation was a highlight of the conference. Thank you for an informative and entertaining presentation.

Raymond Peter Zambuto
President
Technology in Medicine, Inc.

Jeanne Bliss immediately charges up my team and puts us on a course for success! In one session, she turns around our thinking and gets all the “aha!” lights going on.

Karyn Furstman
Senior Vice President, Customer Experience
WAMU

Jeanne Bliss provided us with clear direction and a practical roadmap to begin our journey to improve our customer experience. I continue to refer to Jeanne’s book as THE BOOK - our Bible for Customer Engagement!”

Jack Rawle
Senior Director - Customer Development
Johnson & Johnson Vision Care

Workshops by Jeanne Bliss

Make Your DNA Revolve Around Customers *Connecting the Silos for Customer Growth*

This 4-5 hour workshop teaches you how to tear down the barriers that prevent your company from thinking “experience” instead of silo-based operational execution. Often used to get leadership on the same page, this workshop puts leaders quickly into groups for discussion of current customer performance. The group moves on to understanding what value needs to be delivered to customers and where differentiation should occur. A common language set is started for defining the customer experience, and the organization is armed with tools for advancing the work throughout the company. This workshop is described by many experiencing it as a “watershed” meeting, where leaders uniformly got on board. This workshop is equally successful in a business-business operation as well as in a business-consumer operation.

Chief Customer Officer Boot Camp

Take a year off your ‘customer leadership’ learning curve!

Adapted from Jeanne’s book, “Chief Customer Officer; given around the world to rave reviews; this workshop arms you with a strategy for navigating your business, the tools to drive the customer agenda ahead, and a customized action plan for your organization. Workshop participants will receive practical tools and insights and an understanding of the organizational mindset that must exist for success. The workshop will help you to examine and evaluate the fundamentals necessary for driving a customer agenda for your organization, including:

- Your Organization’s Readiness For Change
- Organizational Structures and Models for Driving Change
- The Core of Power & Competency in Your Organization
- Evaluating & Crafting a Strategy To Work For Your Company