



Social Media has Thrown Companies Back to the Dark Ages

by Curtis N. Bingham

**CHIEF CUSTOMER OFFICER
COUNCIL**



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Curtis N. Bingham
Founder and Executive Director
Chief Customer Officer Council

Curtis Bingham is the recognized authority on chief customer officers and the first to promote this role as a catalyst for competitive advantage. He is the creator of the CCO Roadmap, a groundbreaking work containing 100+ critical strategies essential for customer centricity. As an international speaker, author, and consultant, Curtis is passionate about creating customer strategy to sustainably grow revenue, profit, and loyalty.

The advent of social media has thrown companies back to the Dark Ages. Customers have taken to the streets, complaining about anything and everything. Forward momentum has ground to a halt as companies spend an inordinate amount of time scouring social media sites, trying to find dissatisfied customers, putting out fires before they become conflagrations, and offering discounts to make up for mistakes. All these efforts are a huge drag on resources, time, and forward momentum.

Or is it really as bad as all that?

In truth, many of business's ills used to be hidden from view. Customers didn't complain; they didn't have a venue. Posting a sign on a downtown NYC street corner saying, "Listen to me whine!" didn't do any good. Customers simply left. And companies didn't really care, because even if disgruntled customers told eight people, it was only eight.

But now every customer has a megaphone and a Jumbotron to reach the largest, most crowded stadiums in the world. No longer can companies get away with ignoring customers who don't complain loudly enough or who don't know the CEO well enough to escalate issues to his personal attention. No longer can companies get away with ignoring customers they hold captive. Those customers now have channels to severely dissuade new customers!

Although painful, it is a wonderful thing that this dirty laundry is aired for all to see. Even though it slows forward momentum. Even though it causes a firestorm in the Twittersphere. Companies need to embrace this model fully as they halt the presses and fix the basics of their businesses. Only by resetting in such a fashion can they lay the foundation for forward innovation as they leave the Dark Ages of customer disregard and enter the Age of Engagement; where customers are heavily involved in every aspect of the modern business.*

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About CURTIS N. BINGHAM

As Executive Director of the Chief Customer Officer Council™, Curtis Bingham is the recognized authority on chief customer officers and the first to promote this role as a catalyst for competitive advantage. He is the creator of the CCO Roadmap, a groundbreaking work containing 100+ critical strategies essential for customer centricity. He has created the comprehensive Customer Centricity Maturity Model used to assess and guide customer-centric organizational strategy, and is a champion of customer engagement as a critical growth engine. As an international speaker, author, and consultant, Curtis is passionate about creating customer strategy to sustainably grow revenue, profit, and loyalty.

About THE CHIEF CUSTOMER OFFICER COUNCIL

The CCO Council is a powerful and intimate gathering of the world's leading customer executives from widely diverse industries. The Council helps executives achieve objectives faster and more easily by leveraging best practices. It helps validate and refine strategies and initiatives to avoid experimenting at customer expense. Membership is by invitation only, and purposefully cross-pollinated with the most forward-thinking companies, large and small, so as to help customer executives deliver solid, customer-centric business results. For more information, email info@ccocouncil.org or call 978-226-8675.



Powerful Influence on Customer Centricity – Authority is the currency of the C-Suite. Greater Authority means greater ability to influence the organization to take a desired action. So how do you increase your authority and better use the authority that's been granted to you? How can you build stronger relationships and demonstrate and communicate results? In this **Bingham Advisory**, you'll not only learn about the three types of chief customer officer authority: Positional, Borrowed and Earned, you'll also learn five ways to borrow and four ways to earn greater authority, with specific examples of each.

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