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Chief Customer Officer Council Names 2012 CCO of the Year

Jasmine Green of Nationwide Insurance chosen for contributions to her profession, to her company, and to Nationwide customers

LITTLETON, Mass., Oct. 19, 2011 -- The Chief Customer Officer (CCO) Council, the only member-led peer-advisory network, offering unparalleled insight and assistance into the critical issues facing CCOs, announced that Jasmine Green, Vice President and Chief Customer Advocate for Nationwide Insurance, has become the third CCO of the Year as named annually by the Council. Jasmine was chosen from a group of roughly 550 individuals, representing the world's known executives with the CCO or equivalent title. Nationwide, one of the country's largest home and auto insurers, is ranked #127 in the Fortune 500, has approximately 30,000 employees, and currently has more than 16 million policies in force.

The CCO of the Year Award recognizes the CCO who has made the greatest strides in elevating the role of the CCO, improving customer relationships, driving profitable customer behavior, creating a customer-centric culture and making the most significant impact on other CCO Council members to help them achieve similar results. The award is presented each year at the Council's CCO Summit event, which took place on Oct. 18-19 at Oracle Corp.'s New York office in New York, NY. The inaugural CCO of the Year was Jeb Dasteel, SVP and CCO of Oracle.

"Jasmine was an easy choice for this year's CCO of the Year Award," said Curtis N. Bingham, Founder and Executive Director of the CCO Council. "She has been a tireless campaigner for Nationwide's customers for 25 years. In her current role as Chief Customer Advocate, she serves as a champion for customers across the entire range of Nationwide's business lines. Her role is unique within the company and there are few customer service advocates like Jasmine within the insurance industry."

Green is responsible for helping to carry out Nationwide's focus on personalized and localized customer experiences through the Office of Customer Advocacy. Her office serves as a single point of contact and assistance for all customers, including Nationwide associates. The Office of the Chief Customer Advocate was created to help the company consistently deliver on

Nationwide's commitment of personal advocacy for associates, employees, agents, producers, and Nationwide's end customers, both B2B and B2C.

Said Green, "I am thrilled and honored to receive the Chief Customer Officer Council's CCO of the Year Award. I'd like to accept this award on behalf of our entire organization, which understands that customer centricity is not just one person's job, but everyone's job. I am honored and proud to work for an organization that truly understands the importance of delivering a great customer experience with each interaction."

Bingham also noted that the Nationwide's ongoing focus on its culture played a role in the selection of Nationwide, whose associates are passionate about learning how to better deliver great customer experiences.

"The CCO of the Year Award recognizes not only the individual but also the team effort of peer executive leadership all the way down to the front-line employees for their valuable contributions to improving the customer experience," Bingham said. "Successful CCOs engage the entire company in understanding customers and meeting customer needs. In this day and age, customers reward companies they trust. The CCO is uniquely capable of helping align the entire company to earn this trust, and the bottom line often benefits as a result."

About the Chief Customer Officer Council

The Chief Customer Officer Council is the first of its kind -- a member-led peer-advisory network offering unparalleled insight into the critical issues facing CCOs. It was created to provide a safe environment where CCOs can share ideas, concerns, and build best practices that will help them, their companies, and especially their customers succeed. The Council includes CCOs from diverse industries, purposefully cross-pollinated with the most forward-thinking companies, large and small. For more information, visit www.ccocouncil.org, email info@ccocouncil.org or call 978-226-8675.

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