

**FOR IMMEDIATE RELEASE**

## **Voxeo Corporation's Anne Bowman Joins the Chief Customer Officer Council**

Communications industry executive joins elite organization of C-level customer advocates

LITTLETON, MA, January 17, 2012: 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 today that Anne Bowman, Chief Customer Officer at [Voxeo Corporation](#) in Orlando, FL, has joined perhaps the world's most exclusive think tank for C-level business executives. There are fewer than 450 CCOs in the world, and now roughly five percent are members of the CCO Council.

Voxeo optimizes the way companies communicate with their customers using Interactive Voice Response (IVR), text, mobile web and social media. As Chief Customer Officer, Anne leads the company's customer experience strategy. Her areas of responsibility include sales, marketing, professional services, customer experience, culture, human resources and Voxeo University. Core to the role is a focus on maintaining and strengthening Voxeo's customer-centric culture, built on the company's core values and fueled by a team of motivated and engaged "Voxeons."

"I'm passionate about working with creative, energetic people who all have the same goal—building world-class companies that focus on fulfilling customer needs, which is why I'm so enthusiastic about participating on the CCO Council," said Bowman. "It's exciting when like-minded people across industries come together because there's a wealth of knowledge to gain from our collective experiences, which ultimately benefits the customer."

Voxeo has a Net Promoter Score (NPS) of 57%, the highest customer loyalty score achieved by any business software or telecommunications company. Net Promoter is the gold standard in the measurement of a company's relationship with its customers.

Curtis N. Bingham, founder and executive director of the Chief Customer Officer Council, said, "Anne is aggressive in understanding and addressing customer needs while balancing them with the strategic needs of the business. Her knowledge and acumen will be assets to the membership. In addition, Voxeo is a highly energetic and growing company that perfectly meets the council's cross-pollination objectives, raising the standards for all members. We look forward to Anne's joining us."

### **About the Chief Customer Officer Council**

The Chief Customer Officer Council was created to provide a safe environment where CCOs can share ideas, concerns, and build best practices that will help them avoid experimenting at customers' expense as they drive more profitable customer behavior, create powerful, customer-centric cultures, and drive sustainable business results. Members benefit from one-of-a-kind peer interaction, the annual CCO Summit, member roundtables, executive briefings, research and resources, and more. For more information on the Chief Customer Officer Council, visit [www.ccocouncil.org](http://www.ccocouncil.org), email [info@ccocouncil.org](mailto:info@ccocouncil.org) or call 978/226-8675.

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### **About Voxeo**

Since 1999, Voxeo has continuously unlocked communications in all its forms – voice, SMS, instant messaging, Twitter and more – and we do so for more than 200,000 developers, 45,000 companies and half of the Fortune 100. Headquartered in Orlando with offices in Beijing, Cologne and London, we've torn down barriers to entry using open standards, disruptive innovation and a passion for problem solving that's fueled by a company-wide obsession with customer success. Join our conversations: [www.voxeo.com](http://www.voxeo.com), [blogs.voxeo.com](http://blogs.voxeo.com), or [twitter.com/voxeo](https://twitter.com/voxeo).

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