



CHIEF CUSTOMER OFFICER COUNCIL

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CCO ALERT / MARCH 13, 2016

IN THIS ISSUE

[Design Thinking vs. Customer Experience](#)

[In the News](#)

Quick Links

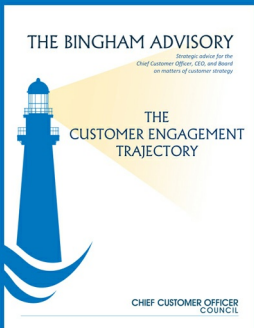
[More About Us](#)

[CCO Council Blog](#)

[Resources for CCOs](#)

[CCOC Video Library](#)

The Bingham Advisory
The Customer Engagement Trajectory



In this Bingham Advisory you'll learn how customer engagement is defined, how it can be measured, and where it emerges in the business-customer relationship to provides its greatest value. You'll also learn how real world companies such as MetLife, Oracle, and Riot Games are engaging their customers and enjoying bottom line

Design Thinking vs. Customer Experience



Last week I called my bank, entered my account number into their automated system, then my pin, then my zip-code, then the last four numbers of my social security number. Having properly identified myself as the real Curtis Bingham, I transferred a balance to another account. Realizing that my car payment was being deducted twice, I pressed "0" to speak with an agent. The agent then asked me to provide all the same information, again.

This is my biggest pet peeve: despite having proven my identity enough to completely zero out my account, every agent makes me provide the exact same information all over again. And how many times have you been asked at the doctor's office to fill out three forms, only to find that all the same information is required on all three? Or been stuck listening to an agent read, verbatim, a three-minute long legal disclaimer before confirming a change you've made to your life insurance plan?

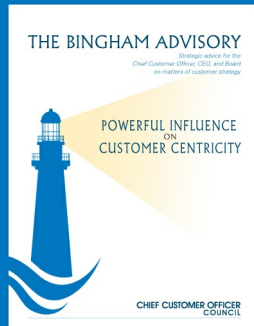
Despite significant efforts to improve the customer experience, many NPS programs have plateaued and customers complain even louder on social media. Chief Customer Officers (CCOs) are stuck in groundhog day: dealing every day with an endless stream of apologies, billing statement credits, and service recovery efforts. The focus is on remedial efforts to reduce detractors. And they are often "lipsticking" bad processes-making inherently business-centric technology and processes more palatable to customers. But this only takes you so far.

The goal of many customer experience (CX) initiatives is to make many of these

improvements to customer experience and shareholder value as a result.

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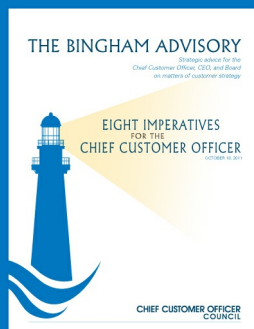
The Bingham Advisory Powerful Influence on Customer Centricity



In this Bingham Advisory, you'll learn about 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, including methods that have been tested and proven by the CCOs that Curtis Bingham has worked with over the last decade.

[Download your FREE copy today!](#)

The Bingham Advisory Eight Imperatives for the Chief Customer Officer



The Bingham Advisory provides strategic advice to CCOs, CEOs and boards of directors on matters of customer strategy. This edition enumerates the critical success factors that enable customer

business processes more palatable to customers. The goal of design thinking is to determine how to do away with some of these processes altogether and recreate the rest on balance between customer tasks and business needs.

What would your product/service/process look like if it were wholesale reimaged, not from an operational-efficiency perspective but from the perspective of the customer task to be performed? How much customer-company friction could be reduced? How might this decrease call volume? Or service recovery? How much more "easy to do business with" might you become? What would be the impact on churn? On revenue? What would your job be like if you weren't constantly in service recovery mode?

You can read more of this article on the [CCO Council blog](#).

If you'd like to discuss applying these principles to your organization, simply reply to this email. Through mentoring, speaking, consulting, and [Council membership](#), I help executives create powerful customer and employee engagement resulting in dramatic revenue growth.

In the News

Recent publications of interest:

- [Chief customer officers find home among cloud providers](#), Nicole Lewis, TechTarget

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.

executives to be successful in driving customer centricity throughout their businesses and creating sustainable competitive advantage. In addition, you'll learn the 7 most important enablers of culture change as well as what the CCO and the CEO need to do in order to facilitate and sustain such change.

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