



CCO ALERT / MARCH 20, 2016

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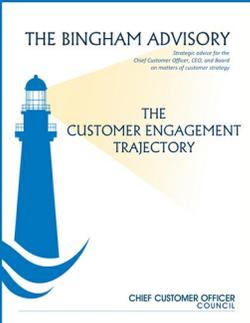
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The Bingham Advisory
The Customer Engagement Trajectory



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

20% off: Rutgers University CX Certificate Program

I've been appointed to the board of the Rutgers CX Program and am offering a 20% discount for friends of the CCO Council to the inaugural CX@Rutgers [certificate program](#). The program kicks off April 25-28 in New Brunswick, NJ.

If you are a new CCO or an experienced customer experience professional, or a CCO desiring to educate your direct reports, this is THE place to get started in or refine your journey.

Upon Completion of the Course you will:

- Set a strategic direction and map out the customer journey.
- Identify opportunities for your company to evolve and grow.
- Create a consistently positive end-to-end experience for your customer.
- Design an experience that includes all channels, both digital and non-digital.
- Rally your team around the vision of creating a full customer experience ecosystem.
- Help lead your company to be better and different for customers and more profitable with CX

Join us for an **introductory webinar**, "[How to Build Your Customer-Driven Growth Engine](#)" led by Jeanne Bliss on 3/21, from 1-2pm EDT

You can request [more information](#) and **contact me for the 20% discount.**

I look forward to having you join us!

Appointed to Advisory Board for Rutgers University CX Program

I'm delighted to announce that I've been appointed to the Advisory Board for the Rutgers University CX Program. I'll be helping shape the

improvements to revenue and shareholder value as a result.

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executive program and will be a guest lecturer, sharing insights on customer experience from the chief customer officer perspective.

The program is the first university-based accredited CX certificate program. It is suitable for new CCOs and especially their direct reports wanting an immersive, comprehensive shortcut to getting started in and leading CX initiatives. I'm looking forward to working with other industry luminaries to shape and deliver this program and I look forward to having you participate!

If you'd like to discuss how to create CX strategy and prove CX ROI, 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.

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.