The 2010 Chief Customer Officer Summit

October 19-20, 2010 – Oracle World Headquarters, Redwood Shores, Calif.

Meeting Theme

The theme for the event is **"(Re) Building Customer Trust."** The "Great Recession" is fading, and nobody can deny that the past year or so has been challenging for customers and companies alike. In our efforts to slash costs, many companies have sacrificed the customer on the altar of cost savings or short-term profits.

As the economy improves, how do we (re) build this trust that forgives missteps and "tough love" initiatives? Where trust has been damaged, how can it be restored credibly in order to endure for the long term?

In tackling these and other critical questions, you will share in a remarkable interaction with your peers and learn:

1. How they are recovering from unmitigated disasters that we all hope never to face
2. Effective strategies to build trust from the ground up
3. The role that brilliant customer programs can play in helping you go beyond trust to drive stronger loyalty and greater profits
4. Key ways to strengthen your role as the CCO
5. What role social media might play in your customer interactions, and how to facilitate these discussions to avoid being in a defensive position

Like last year, the highlight of the CCO Summit is announcing the CCO of the Year award to the Chief Customer Officer who has achieved the greatest results for his or her company and helped to improve the overall perception of the role of the CCO.

Most importantly, by interacting with your peers at the CCO Summit you will share success stories and learn potential solutions to your most urgent issues. You'll leave with a bounty of new ideas, proven strategies, and best practices that will help ensure your success and increase your value to your organization, your CEO, and your customers.

©2010, Predictive Consulting Group, Inc. All Rights Reserved

AGENDA

SUMMIT Day 1 – Oct 19, AM Session		
8:00 am	**Breakfast and Networking** Oracle Conference Center, Building 350	
8:45 am	**Welcome and Opening Remarks**	*Curtis Bingham*
9:00 am	**Introductions and Key Challenges**	*Curtis Bingham*
9:30 am	**The Evolving CCO Role** Growing from fewer than 30 CCOs in 2003 to more than 400 today, the CCO role is becoming a powerful catalyst for customer centricity. Curtis Bingham will present the results of the first-ever formal survey of CCOs recently conducted by the CCO Council that provides a cross-section of the role across industries, geographies, and companies. He will describe how the role has evolved, the different implementations of the role, and the ways in which it must continue to evolve to be even more effective, and most especially, ways in which you can adapt your role in order to better satisfy your customers and thereby drive stronger business results. Points for discussion: • How are you measured? How do you measure your own success? How are they different? • What are some of the greatest challenges you face? • How would you change your role if given the opportunity?	*Curtis Bingham*
10:30 am	**Break**	*15 minutes*
10:45 am	**Beyond Trust: Selling More through Customer Programs** Gaining customer trust is but the penultimate objective, behind driving increased revenue. Oracle has found that effectively designed and executed customer programs result in dramatic increases in loyalty, and even more importantly result in significantly increased sales from existing customers. Dasteel will share with us the key customer programs Oracle has designed with greatest success, how to map customer needs and desired behaviors to the most beneficial customer programs. He will also share how Oracle measures their impact, particularly on sales and revenue. Points for discussion: • How do you measure program success? • Which of your customer programs are the most valuable? • How do you map desired customer behaviors and outcomes to different types of customer programs?	*Jeb Dasteel*
12:15 pm	**Lunch** Oracle Conference Center, Building 350	*1 hour*

©2010, Predictive Consulting Group, Inc. All Rights Reserved

Day 1 Continued		
1:15 pm	**Social Media Strategy: How Will We Know When it is Time to Pay Attention?** Whatever did we do before the social media craze? Everywhere you turn, vendors are promising the moon, customers are complaining louder, and analysts are decrying those companies not actively engaged in social media. At what point is it time to pay attention? This lively panel discussion mixes the B2B and B2C worlds and promises a dynamic discussion about the ways in which social media is evolving and explores its usefulness in your business. Points for discussion: • Is social media even relevant to your customer segments? • How are you currently using social media and to what effect? • What should be your role as the CCO in sponsoring, monitoring, and leveraging social media? • How can you leverage social media to gather insight, reduce risk, reduce cost, or increase revenue?	*Panelists: Tammy McLeod, Charlie Isaacs, Jeff Moriarty*
2:15 pm	**Break**	*15 minutes*
2:30 pm	**How to Recover from a Customer Disaster** Sometimes we learn the most from our mistakes, and this is an opportunity to learn from someone else's mistake. After a severe corporate misstep that made national headlines and resulted in Senate hearings and a severe customer backlash, PG&E faced a crisis we can only hope we never have to face ourselves. Helen Burt will candidly describe some of the decisions that led up to the crisis, the impact those decisions had, and the key strategies that she and her team have put in place to regain customer trust. This is a rare opportunity to examine in-depth crisis management from a (safe and secure?) vantage point, and learn how we can plan our response to the crisis that may arise despite our best efforts. Points for discussion: • Are there decisions being made that need the spotlight of the customer shown on them to avoid potential backlash? • How do you measure the severity of the backlash and the intensity of the response required? • How can you get out in front of a public firestorm? • Who are the most influential people in the conflict, and what are the most effective strategies in winning them over?	*Helen Burt*
4:00 pm	**What Can You Learn from Your Greatest Failure?** Sometimes our greatest failures provide the greatest learning opportunities. Post-it(tm) Notes arose from a failure. What silver lining did you discover arising from what you may have thought at the time was your most spectacular failure? Come prepared to share your own experiences with others in this candid, fun and engaging discussion of our professional past as we embrace failure as a stepping-stone to learning and innovation. Points for discussion: • What would you consider your most spectacular failure? • What was the outcome? Was it as bad in retrospect as it felt going through it? • How did you recover?	
5:15 pm	**Cocktails**	*30 minutes*
5:45 pm	**Shuttle to Sofitel**	
6:30 pm	**Dinner**	

© 2010, Predictive Consulting Group, Inc. All Rights Reserved
Prepared for the Chief Customer Officer Council™
CCOCOUNCIL.ORG

Day 2: OCT 20 - SUMMIT AM SESSION		
8:00 am	**Breakfast and Networking** Oracle Conference Center, Building 350	
8:45 am	**CCO Roundtable: Overcoming Your Greatest Challenges** What is keeping you from being as successful as you desire? What would you most like to change about your role, your organization, your company, or even your customers? Come prepared to share the details of one or two critical issues and learn from your peers who've "been there, done that" and can tell you from experience exactly how they overcame similar problems—and the pitfalls to avoid. Brainstorm unique and innovative solutions with your peers that will help you turn these challenges into your next opportunity. Points for discussion: • What (or whom) is hampering your efforts to drive results for your customers? • What strategy have you been wishing you could get input on? • What frustrates you the most—that you don't feel like you can share with your peers? • If you could change one thing about your job, responsibilities, accountabilities, etc., what would it be?	*Peer-to-Peer Roundtable*
10:15 am	**Break**	*15 minutes*
10:30 am	**CCO of the Year Award**	*Jeb Dasteel*
11:30 am	**Key Learnings and Best Practices**	*Curtis Bingham*
12:00 pm	**Closing Remarks: Where do we go next?**	*Curtis Bingham*
12:15 pm	**ADJOURN** **Lunch & Networking**	*1 hour*

❖❖❖

End of Summit

Beginning of Members Only Council Meeting

© 2010, Predictive Consulting Group, Inc. All Rights Reserved