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**Media Contact:**  
Christopher Benoit  
CCO Council  
[christopher@ccocouncil.com](mailto:christopher@ccocouncil.com)  
978 226 8681

## Chief Customer Officer Council Launches First-Ever Publication, The Bingham Advisory

Groundbreaking advice from CCO expert, Curtis Bingham, promises to guide and influence the personal and organizational dynamics of the CCO role

LITTLETON, Mass., November 23, 2011 -- The [Chief Customer Officer \(CCO\) Council](#), the only member-led, peer-advisory network offering insight and assistance into the critical issues facing CCOs, has launched a first-of-its kind publication, *The Bingham Advisory*, periodic strategic advice designed to define and clarify the role of the chief customer officer in today's global business fabric.

"People in this industry talk about the importance of the customer experience, but no one has ever delved into the CCO experience," said Curtis N. Bingham, Founder and Executive Director of the CCO Council. "There are less than 500 CCOs in the world, far fewer than any other C-level position. Yet the CCO is the individual ultimately responsible for customer retention, satisfaction and loyalty, which is a stated goal for most every organization. We realized it was vital to gather original intelligence and give recommendations regarding the CCO role, the people who have this title, and how they influence the structure and fulfillment of their organization's customer-centric culture."

This innovative advisory is authored by Bingham, the worldwide expert on CCOs. He was the first to promote the CCO role as catalyst for customer centricity and is the recognized authority on CCOs, having worked directly with more than 150 CCOs to create customer-centric cultures and drive profitable customer loyalty. Chief customer officers are in a unique position to bring customer insights to strategic decisions, integrate important information to drive value, and inspire and motivate groups of people both inside and outside of the company. *The Bingham Advisory* is designed to enlighten, instruct, and drive important conversations for the CCO and to further this critical role.

*The Bingham Advisory* was first presented at the CCO Council's 2011 [CCO Summit](#), Oct. 18-19, at Oracle Corp.'s office in New York, NY. Findings will also be discussed at [The Customer](#)

[Experience Exchange](#) in Berlin, Germany where Bingham will be presenting November 30, 2011 as well as on the [Council's blog](#), in articles, press materials and in social media. *The Bingham Advisory* is currently available for purchase on the CCO Council's website at [www.ccocouncil.org](http://www.ccocouncil.org).

#### **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](http://www.ccocouncil.org), email [info@ccocouncil.org](mailto:info@ccocouncil.org) or call 978/226-8675.

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