

Chief Customer Officer Council Names 2014 Chief Customer Officer of the Year

Claire M. Burns of MetLife, Inc. chosen for contributions to her profession, to her company, and to MetLife customers

LITTLETON, MA, Oct. 9, 2013 -- [The Chief Customer Officer \(CCO\) Council](#), the only member-led peer-advisory network offering insight and assistance into the critical issues facing CCOs, named Claire M. Burns, Senior Vice President, [MetLife, Inc.](#), its 2014 Chief Customer Officer of the Year.

The CCO of the Year award recognizes the CCO who has made the greatest strides in improving customer relationships, driving profitable customer behavior, creating a customer-centric culture, and helping other customer executives to achieve similar results. The award is presented each year at the Annual CCO Summit; this year's took place on Oct. 8, 2013 at MetLife's world headquarters in New York City.

MetLife, Inc. is a leading global provider of insurance and employee benefit programs that serves 90 million customers worldwide. As SVP, Customer Centricity, Claire is leading the company's efforts to enhance their focus on the customer.

"I'm delighted to recognize Claire Burns and MetLife this year," said Curtis N. Bingham, Founder and Executive Director of the CCO Council. "Claire has done a fantastic job of engaging customers in the creation of an enterprise-wide customer strategy. She has clearly established ROI of customer centricity, created organizational accountability for improvement, and is sharing best practices around the world."

"Recognition like this reinforces what we see here in MetLife every day – great progress and leadership toward making MetLife a more customer-centric company," commented Beth Hirschhorn, MetLife's Executive Vice President of Global Brand & Marketing.

"Successful senior-most customer executives engage the entire company in their mission to become customer centric as they seek to understand and meet customer needs," Bingham said. "In the case of Claire and MetLife, that endeavor touches millions of customers, agents, and partners across markets as diverse as those of the United States, Japan, Latin America, Asia, Europe and the Middle East. Claire has set a powerful example for her company and her peers."

About the Chief Customer Officer Council

The Chief Customer Officer Council was created to share ideas and build best practices that will help customer executives 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, executive briefings, research, and more. For more information on the CCO Council, visit www.ccocouncil.org, email info@ccocouncil.org or call 978/226-8681.

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