

Jeanne Bliss Biography

Jeanne Bliss spent 25 years as the “Chief Customer Zealot” inside 5 major US corporations where she fought valiantly for a place on the strategic agenda; bringing in the voice of the customer to redirect priorities and drive transformational changes to the customer experience. Jeanne was Microsoft Corporation’s General Manager of Worldwide Customer & Partner Loyalty. She served as Allstate Corporation’s Vice President of Customer Satisfaction & Retention. For Coldwell Banker Corporation, Jeanne was Senior Vice President of Franchise Services. At Mazda Motor of America she served as Senior Manager, Customer Satisfaction. Jeanne developed her passion for the customer at Lands’ End, Inc; where she spent eight years reporting to the company’s Founder and his Executive Committee as their leader for the Lands’ End Customer Experience. Jeanne is credited with driving 80% increases in customer satisfaction scores, achieving 95% loyalty rates, changing customer experiences across 50,000 person organizations and convincing the staunchest curmudgeons to help push the customer rock up the hill.

Jeanne established her company, **CustomerBLISS** (www.customerbliss.com) to help companies deliver a customer experience which creates *DESIRE* for their brand. This is based on quantifiable results that companies with the most compelling experiences wrapped around the delivery of their products and services win – in continued revenues, in reducing prospecting costs, and in developing a creative energy within the organization that inspires and drives the delivery of a customer experience unique to the brand.

Today this great opportunity for marketplace differentiation is largely untapped. Companies do too little to gain leader consensus on direction and lack alignment across operating divisions. The brand experience happens inconsistently and “by default” as the customer bumps disjointedly from one silo to the next. This is where CustomerBLISS directs their support. They help leaders and their companies transform thinking by bringing the silo-based operations together to understand the customer perspective and agree to the strategic importance of a unified customer experience. They work to help the organization gain consensus on the desired experience and required hands-offs for optimum performance and help them to quantify, prioritize and overcome issues creating a chasm between the company and its customers.

CustomerBLISS delivers their services through a process based on 25 years of rigorous testing and trials, it has the flexibility to adapt to industry specifics, business models, and leadership styles. Customer Experience Lab™ demystifies how to achieve a branded customer experience by moving organizations through six dimensions which aids them in developing both their *DESIRED* customer experience and the cultural environment and skills necessary for its successful delivery.

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