



### **Jeanne Bliss**

Jeanne Bliss is not an evangelist or observer of companies. She's been inside them for twenty-five years, arm wrestling them on behalf of their customers! As "Chief Customer Zealot" for five large U.S. market leaders, Jeanne's fought valiantly to get the customer on the strategic agenda, redirecting priorities and creating transformational changes to the brands' customer experience. She has driven achievement of 95 percent loyalty rates, changing customer experiences across 50,000-person organizations...convincing even the staunchest curmudgeons to help push the customer rock up the hill.

Jeanne has been at the apex of remarkable customer creations and has driven achievements inside large corporate machines.

Jeanne's vim and vigor and passion for customers is the result of the collision of her Italian heritage and the serendipitous circumstances which brought her to the Wisconsin farmlands in 1983.

She developed her passion for the customer at Lands' End, Inc., where she reported to the company's founder and executive committee as leader for the Lands' End customer experience.

She was Senior Vice President of Franchise Services for Coldwell Banker Corporation.

Jeanne served Allstate Corporation as its chief officer for customer satisfaction & retention.

She was Microsoft Corporation's General Manager of Worldwide Customer & Partner Loyalty.

At Mazda Motor of America she initiated the brand's retention effort as senior manager, customer satisfaction.

Now managing partner of Customer Bliss, Jeanne coaches leaders on how to wrap their company's focus around customer profits. She is a worldwide keynote speaker on sustaining the energy and effort required to keep pushing that customer rock up the hill.

### **Speech Topics**

#### **Make Your DNA Revolve Around Customers**

"Customer" companies have a remarkable capacity to blend agendas across the organization to deliver a coordinated and meaningful experience to customers. To customers most companies want to get there few arrive at the destination. Jeanne Bliss puts her 25 years as customer leader to work to help you find the right path for your organization. Audiences receive practical advice and actions and ideas for how to reset how they work together to make customers the priority of the business.



**The 5 Habits of Beloved Companies**

Beloved companies transcend the regular practices of commerce and create an emotional connection with their customers. In this keynote, learn the 5 habits that set the beloved companies apart. Learn how they use them actively to define the intent and motivation of your business. Filled with examples of the companies that customers love and employees love being part of; this keynote gives you a lens through which to compare and contrast your organization's purpose and intent for your customers. With its customized content, it gives you a kick-start to understand where you excel and where the work lies inside your organization.

**Deliver Experiences Customers DESIRE!**

Using her background as one of the architects of the Lands' End customer experience, Jeanne Bliss builds a customized presentation using your existing customer experience examining it through her lens of customer desire and memory creation. She then prods the audience to evaluate, probe and deliver the 'aha' of what it takes to move from the experience you're delivering today to one customers truly desire.