Rise of the Chief Customer Officer

Customer Experience in the C-Suite
Which has the right customer experience?

Southwest Airlines
Which has the right customer experience?

Singapore Airlines
CX IS NOT ABOUT GIVING CUSTOMERS EVERYTHING THEY WANT...
Leaders focus on keeping promises that a company makes

Points of interaction

- Make promises
  - Communicate brand image
- Keep promises
  - Deliver value
CX Definition: How customers perceive their interactions with your organization
CX leaders enjoy higher stock performance


Source: Forrester and Watermark Consulting
Rise of the “chief customer officer”

Nearly 7% of S&P 500 have a CCO
Powerful, but still experimental

Powerful:

- 86% are a part of the executive management team

New:

- 85% are the first CCO at firm
- 34% have less than one year of tenure
- 12% have held previous customer experience positions
CCOs orchestrate the experience

- Create end-to-end accountability
- Design experiences rather than processes
- Shift culture
Thank you

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Thanks!