From: Lisa Collins
To: Bielarski, Edward J
Subject: Profiles In Excellence - Utility Chief Customer Officers Spotlight on Marilyn Caselli
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"Caring"

That's the one word authoress Penni McLean-Conner used to describe Marilyn Caselli in CS Week's Summer 2016 Newsline interview about her third book, *Profiles in Excellence: Utility Chief Customer Officers*. As the first executive profiled, Marilyn sets the bar high for the other seven CCOs featured in the book that is now available from **Amazon** and **Barnes & Noble** in hard copy or e-book formats.

Marilyn makes breaking the status quo and overcoming traditional boundaries in utility operations look easy. Her career at Con Edison spans more than four decades. Originally hired as a customer service representative, she has risen through the ranks, working and succeeding in male-dominated service areas, to become Senior Vice President of Customer Operations.

Other key words describing Marilyn play prominently in her word cloud and book chapter: CX (customer experience), VOC (voice of the customer), customer-centric, balance, employees, celebrates, develops. These illustrate Marilyn's focus on incorporating the customer's voice into every business process, transaction and system. To do this, Marilyn championed a concept to create "+1" customer experiences throughout the workplace, celebrating memorable ones with a utility-wide Applause Blog. She is currently implementing a Digital Customer Experience project to identify pain points and make necessary changes to ensure a low-effort, high satisfaction customer experience.

Marilyn Caselli – Con Edison
Profiled in Chapter 2

5 Key Words: VOC, CX, Balance, Celebrates, Develops

For more information about this book or CS Week Publishing contact Lisa Collins at 903-893-3214.

Get your copy of *Profiles* today and read more about Marilyn's career trajectory and how she is deploying technology and interpersonal skills to infuse the customer's voice into Con Edison's culture.

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