



Contrasting Approaches to Meeting Customer Needs -- Top CEO's Speak Their Mind -- Ray Anderson / Interface, Inc. and Patrick Charmel / Griffin Hospital

Ray Anderson, Chairman of Interface, Inc., and Patrick Charmel, CEO of Griffin Hospital, provide insights about customer service and what distinguishes leading companies in a highly competitive American economy. Radio show host Robert Reiss engages his guests on business commitments to a sustainable environment and the role of employee pride and trust.

Ridgefield, CT, September 09, 2007 --(PR.com)-- Ray Anderson, Founder and Chairman of Interface, Inc., the world's largest modular carpet manufacturer, and Patrick Charmel, CEO of Griffin Hospital, innovator in the health care industry, provide new insights into what distinguishes leading companies in a highly competitive American economy. Interviewed on "The CEO Show with Robert Reiss" on Sunday, September 16, Robert will dialog with Ray Anderson about how a business commitment to a sustainable environment drives superior value to the customer. And with Patrick Charmel, the dialog will focus on client-centered services and the role of employee pride and trust.

Ray Anderson will talk about his epiphany and how that led him to make his purpose helping to save the earth. He builds the business case of how going green from the CEO and CFOs perspective is not just doing good, but actually helps drive profitability. The Griffin Hospital, under the leadership of Patrick Charmel, was ranked as the "#1 Best Small Organization in America" in 2006 Fortune Magazine's "100 Best Companies to Work For". He will expand on the essential need for "patient empowerment" in delivering outstanding customer service.

While most of the Show's focus is built around the central issue of excellence in customer service, tips about the game of golf, punctuate the interchange of ideas. This complements the book, "Golf & The Art of Customer Service", co-authored by Robert Reiss. The book draws analogies about how strategy and tactics in the golf game relate to business performance and ultimately to the bottom line.

"The CEO Show with Robert Reiss" airs across the USA syndicated by the Business Talk Radio Network and by the Lifestyle Talk Radio Network. For the first time starting September 2007, the show will be aired in 36 markets including: Atlanta, Boston, Columbus, Houston, Las Vegas, Pittsburgh, San Diego, Spokane, Jupiter / West Palm Beach, and Sarasota, Florida.

To get a complete schedule of audio broadcasts, new show locations and audio rebroadcasts of recent guest interviews, go to www.theceoshowonline.com.

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Note:

Visit the Show at www.TheCEOshowOnline.com



Background:

The weekly radio series is hosted by Robert Reiss, a customer service expert who coined the term “Customer Experience Organization.” According to Reiss, “Millions of business people ask the same question...‘What can I do to help my business succeed?’” The show answers this question every Sunday evening, so listeners can get a head start every Monday morning. Asked where he got the idea for the show, Reiss explained that linking the customer experience to long-term profitability was a recurring subject in his consulting and executive interviews. Reiss added, “My concept was to have candid in-depth discussions with industry leader CEOs so that the general public, investors and business executives could hear the secrets of linking customer experience to business strategy.”

The Show was a natural fit for Reiss, who pioneered the “strategic customer service” concept. Over the past two decades, he has interviewed over 1,000 executives and his work has been featured in many publications including “The Harvard Business Review”. He is President of Reissource, a firm that provides strategy-through-service planning and implementation oversight.



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