

## Deepening Customer Relationships with Big Data and Analytics: Expert Available, Hosting Session at Banking Analytics Symposium

**What:** While there is no shortage of customer data, banks are finding that simply collecting the data is not enough. The key question plaguing many of today's financial institutions is once they capture the data, how can they separate what's valuable from the noise? The challenge is to leverage this information to enhance their business and the way they serve their customers.

**Who:** Steven Ramirez, CEO of Beyond the Arc, will host the session, "**Deeping Customer Relationships with Big Data and Analytics**" during this year's Banking Analytics Symposium. As part of the session, Ramirez will provide insight on first-hand case studies and valuable best practices financial institutions can incorporate into their existing business strategy to better make use of available big data sources and easily unlock the hidden value in their customer data. Key topics discussed include:

- Utilizing big data—social media, text analytics, machine learning, etc.—to better satisfy customer needs and attract new business;
- Identifying customer triggers, either a willingness to buy a new product or a warning sign that a customer may leave the bank; and
- Best practices for analyzing social media and customer data to capture the most valuable information.

**When:** Thurs., Oct. 16, 2014, 2:45 p.m. – 3:15 p.m. CT

**Where:** Banking Analytics Symposium  
New Orleans Marriott  
555 Canal Street  
New Orleans, La. 70130

**Contact:** To schedule an interview with Ramirez before or during the show, or to request written articles, please contact:  
Steven Ramirez at 1-877-676-3743

### **About Beyond the Arc**

Berkeley, Calif.-based Beyond the Arc serves as a partner to financial services clients that seek to differentiate themselves in the marketplace by improving customer experience or deploying data science and analytics. The company's social media data mining helps clients improve their customer experience across products, channels and touch points. For more information about Beyond the Arc and its solutions visit [www.beyondthearc.com](http://www.beyondthearc.com) or call 1-877-676-3743. Insights on social media, financial services and more are shared on their [blog](#), or follow them on Twitter at [@beyondthearc](#).