

Managing Customer Complaints and Creating Positive Experiences: Expert Available, Hosting BAI Workshop

What: The Consumer Financial Protection Bureau (CFPB) has raised the stakes on consumer complaints. In addition to voicing dissatisfaction with their bank via social media, consumers can now file regulatory complaints online with the CFPB, and the complaint database is available to review by the public. The CFPB is reviewing complaints closely and consumer feedback plays a key role in how the agency exercises its oversight of the industry. The question is: how should banks manage these compliance and reputation risks?

Who: [Steven Ramirez](#), CEO of Beyond the Arc,, will host the half day workshop, "**What the #!@\$?...Managing Complaints and Creating Positive Customer Experiences**" as a pre-conference session at BAI Retail Delivery 2013. His panelists will include Alana Sears, voice of the customer manager, U.S. Bank; Elizabeth Clarkson, senior vice president and chief compliance officer, Umpqua Bank; and Anna S. Osborn, vice president and compliance officer, Wells Fargo Consumer Credit Services.

The workshop will provide insight into how financial institutions can better manage their relationships with regulators and leverage internal and external data, including social media and regulatory complaints, to identify emerging issues before they spell disaster. The workshop will cover additional key areas, such as:

- How to track negative feedback and emerging trends;
- The value of analytics in managing customer complaints;
- Best practices to improve customer experiences;
- Real world examples of complaint analyses and results; and
- Best practices for sorting through social media and customer feedback channels to identify and respond to customer issues.

Where:

BAI Retail Delivery 2013
Colorado Convention Center
700 14th Street
Denver, Colo. 80202

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 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](#).