

## Beyond the Arc CEO Steven Ramirez Leading Session on Leveraging Analytics to Improve Customer Experience at Text Analytics World

**What:** While organizations have historically used customer feedback to make business decisions, the location and depth of customer data has drastically shifted in recent years. As social media adoption continues to increase, consumers are turning to outlets, such as Facebook, Twitter, forums, and blogs, to share positive and negative experiences about brands. Given the high level of transparency social media offers, the risk to a company's reputation is heightened. How can businesses not only identify and resolve customer pain points, but prevent them altogether? Text analytics is the key.

**Where:** Text Analytics World is the full-spectrum conference that covers all aspects of text analytics. To solidify the business value you gain from text analytics, TAW delivers the latest methods/techniques, demonstrating their deployment across a wide range of industries, large and small. TAW also explores many of today's major areas of text analytics, such as Big Data, Social Media, Enterprise Applications, Intelligence Applications and Knowledge Organization.

Text Analytics World San Francisco  
San Francisco Marriott Marquis  
55 Fourth Street  
San Francisco, Calif. 94103

**Who:** As part of this year's Text Analytics World San Francisco event, Steven Ramirez, CEO of Beyond the Arc, will lead the session, "**Flip the Script: Leveraging Social Media Complaints to Improve Customer Experience with Text Analytics.**" Based on his continual in-depth analyses of the Consumer Financial Protection Bureau's consumer complaint database, Ramirez will discuss:

- How to leverage text analytics to unlock customer insights;
- The risks and threats of ignoring customer complaints; and
- Best practices for identifying customer pain points before they spell disaster for your business.

**When:** March 18, 2014  
11:20 a.m. – 12:05 p.m. Pacific Time

**Contact:** To schedule an interview with or request written articles from Ramirez, please contact:  
Steven Ramirez at 1-877-676-3743

### About Beyond the Arc

San Francisco Bay Area-based Beyond the Arc partners with clients that seek to differentiate themselves 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](#).