

## Expert, Research Available: Leveraging Predictive Analytics to Avoid CFPB Complaint List, Fines

**What:** In an effort to increase transparency for financial services customers, the Consumer Financial Protection Bureau (CFPB) began sharing “individual consumer level complaint data” with the public in early July 2012. Today, the [@CFPB](#) expanded on the initial [#CFPBdata](#) release by publishing the nation’s largest collection of federal consumer complaints with more than 90,000 individual consumer reports related to issues with financial solutions and services.

With this record level of consumer complaints attracting more attention for CFPB complaints than ever before, the financial services industry is posed to attract more ire than it already has. Is there a way financial institutions can use the latest data to improve the customer experience, avoid fines and build a more loyal customer base?

**Who:** Beyond the Arc continues to conduct detailed [analyses of the CFPB consumer complaint database](#) from the time the data was made publicly available in July 2012.

Steven Ramirez, CEO of Beyond the Arc, can provide his expert insight into how predictive analytics can help financial companies stay ahead of consumer complaints and avoid CFPB regulatory pressures. Areas of expertise include:

- The risks and financial threats of ignoring customer complaints, especially regarding fee-based services;
- How to leverage big data to discover complaint trends before they are publically posted by regulatory agencies; and
- How to sort through social media and customer feedback channels to identify potential issues and correct them.

Recent information from Beyond the Arc on this topic can be found at:  
[Mining the CFPB Complaint Database to Improve Customer Experience](#)  
[Beyond the Arc Analyzes CFPB Complaint Data to Improve Customer Experience](#)  
[Infographic: CFPB Consumer Complaint Database Analysis](#)

**Contact:** To schedule an interview with Mr. Ramirez by phone, or request a written contribution, please contact:  
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### About Beyond the Arc

Headquartered in the San Francisco Bay Area, Beyond the Arc, Inc. combines strategy with advanced analytics to help financial services clients identify opportunities to differentiate themselves in the marketplace. 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 [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](#), or on Facebook, LinkedIn, and Slideshare.