

Beyond the Arc CEO Steven Ramirez at Predictive Analytics World Session on Leveraging Analytics to Eliminate Customer Dissatisfaction

What: Within today's fiercely competitive financial industry, maintaining a positive reputation among consumers is of the utmost importance to ensure the continued success of an institution. Based on the widespread adoption of social media and the introduction of other resources, such as the Consumer Financial Protection Bureau's (CFPB) consumer complaint database, the public's exposure to negative feedback about a given institution is much more transparent, which can significantly damage business for an institution if ignored. As regulators continue to emphasize a greater focus on the customer experience, many businesses are asking themselves, "How can I use this information to make improvements at my institution?"

The answer lies in developing a robust customer experience strategy to not only identify and address key customer pain points, but also uncover emerging issues before they escalate further.

Who: As part of this year's Predictive Analytics World: Boston event, [Steven Ramirez](#), CEO of Beyond the Arc, will lead the session, "**Ditch the Crystal Ball: Leveraging Predictive Analytics to Eliminate Customer Dissatisfaction Before it Spells Disaster for Your Business.**"

Based on his continual in-depth analyses of the CFPB's consumer complaint database, Ramirez will discuss:

- How to use big data to predict customer issues;
- The risks and threats of ignoring customer complaints; and
- Best practices for analyzing social media and customer feedback to identify and address potential issues.

When: Sept. 30, 2013 4:40 p.m. — 5:30 p.m. Eastern Time

Where: Predictive Analytics World is a business-focused event for predictive analytics professionals, managers and commercial practitioners. The only conference of its kind, Predictive Analytics World delivers vendor-neutral sessions across verticals such as banking, financial services, e-commerce, entertainment, government, healthcare, high technology, insurance, non-profits, publishing and retail.

Predictive Analytics World Boston

Seaport World Trade Center
200 Seaport Boulevard
Boston, MA 02210

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](#).