

## Expert: Beyond the Arc's Steven Ramirez: How Social Media Data Strengthens Customer Relationships, Grows Business

**What:** Social media is becoming the leading online portal through which customers get their news, share their thoughts and interact with companies they love and hate. The feedback is immediate, but the volume is overwhelming, making analysis and insight a daunting task.

How can businesses capitalize on this immediate feedback channel and utilize social media data to their advantage? Steven Ramirez, CEO and president of Beyond the Arc, can provide financial institutions insight into how to use publicly available social media data to strengthen customer relationships and grow their business. He can outline:

- How listening to customers across multiple social media platforms can retain their business and loyalty
- How to identify emerging trends and build community amongst customers
- How to leverage social media interactions into actual commerce and transactions
- How to identify and obtain new customers using social media

Steven can also share three social media analytics case studies:

1. American Express Link, Like, *Love*
2. JPMorgan Chase Corporate Challenge®
3. Bank of America, Mint.com

**Contact:** To schedule an interview with or request written articles from Mr. Ramirez, please contact:  
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### About Beyond the Arc

Headquartered in the San Francisco Bay Area, Beyond the Arc, Inc. combines strategy consulting 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 <http://beyondthearc.com> or call **1-877-676-3743**.

Insights on social media, financial services, customer experience, and more are shared on their [blog](#), or follow them on Twitter at [@beyondthearc](#).