

## Expert Available: Beyond the Arc Co-Hosts Bank Innovators Council Lab Day, Helps Banks Cook Up Stronger Customer Experience

**What:** In conjunction with this year's Finovate Spring conference on April 29 and 30, the Bank Innovators Council will host its Lab Day for bankers and entrepreneurs interested in developing new marketing, customer experience and technology strategies. Co-sponsored by Beyond the Arc, the event will provide participants with the insight, resources and partners they need to successfully implement new initiatives for their organizations.

Bankers attending the Lab Day event will explore new methods of resolving critical challenges facing their institution, by leveraging the latest technology offerings available. Fintech entrepreneurs will gain valuable input to make their offerings more relevant to today's banks.

**Who:** Steven Ramirez, CEO of [Beyond the Arc](#), will facilitate sessions on customer experience and financial technology. He is an expert in assisting companies to better understand the customer lifecycle, and in using Big Data to drive marketing and customer engagement.

Steven can address critical questions facing financial marketers such as:

- How can banks build loyalty and improve customer retention?
- Is it possible to reduce operational risk while still delivering customer experience excellence?
- Does mobile impact all customer segments, including high net worth and small business?

**When:** April 28, 2014, 1:00 p.m. – 5:00 p.m. Pacific Time

**Where:** The Tech Museum of Innovation  
201 South Market Street  
San Jose, Calif. 95113

**Contact:** To schedule an interview with Ramirez before or during Finovate Spring, or to request written articles, please contact:  
Steven Ramirez at 1-877-676-3743

### About Beyond the Arc

Beyond the Arc helps clients 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 touchpoints. For more information about Beyond the Arc 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](#).