

Expert Available, Predictive Analytics World Chicago Speaker: Strengthening the Senses with Predictive Analytics to Enhance Customer Experience

What: Utilizing customer feedback to drive decisions is nothing new for businesses, but the locations and forms of conversations have drastically shifted in recent years. Because of this, companies now have greater transparency into customer relationships at the same time that individual customers have a more visible platform to share their positive and negative experiences. But how can outlets, such as Facebook and Twitter, be used to evaluate customer insights and identify necessary changes to maintain successful business relationships?

Who: In conjunction with this year's Predictive Analytics World Chicago event, Steven Ramirez, CEO of Beyond the Arc, will lead the session, **"Open Your Eyes and Ears: Leveraging Predictive Analytics and Alternative Data Sources to Improve the Customer Experience."** As a result of his on-going analyses of the Consumer Financial Protection Bureau's (CFPB) Consumer Complaint Database and expertise in today's most popular social media channels, Ramirez will provide attendees with valuable expert insights, such as:

- Best practices for analyzing multiple outlets to uncover valuable data;
- Key methods for successfully tracking and managing data for customer insights; and
- The role of predictive analytics to stay ahead of and eliminate emerging customer pain points and determine necessary responses.

Where: McCormick Place—South Building
2301 S. Lake Shore Drive
Chicago, Ill. 60616

When: Tues., June 17, 2014
3:05 p.m. – 3:25 p.m. CT

Ramirez also presented on big data and social media analytics at Predictive Analytics World in San Francisco and Toronto, and will serve as moderator for the Expert/Practitioner Track in Chicago.

Contact: To schedule an interview or request written articles from Ramirez, 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. As a result of Beyond the Arc's valued expertise and superior results, the company has been included in several top industry reports and rankings from Forrester Research, CIO Review's Big 100 and Sourcing Line's "Market Leaders" Quadrant. 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](#).