

Expert Available: Improving Customer Experience—Process & Opportunities (Chicago Payments Symposium Panel)

What: Within today's financial industry, maintaining a positive reputation among consumers is of the utmost importance to grow business and react appropriately to both positive and negative customer feedback. Driven in part by the Consumer Financial Protection Bureau (CFPB)'s consumer complaint database and the widespread adoption of social media, financial institutions need to have in place a well-developed customer experience strategy that accounts for all customer touchpoints – physical, phone and digital.

Who: [Steven Ramirez](#), CEO of Beyond the Arc, will participate in the panel "Improving Customer Experience: Progress & Opportunities," moderated by Jane Thompson, senior advisor for the Center for Financial Services Innovation. Additional panelists will include Brett Adams, U.S. head—prepaid product group, MasterCard; Susan Weinstock, director, PEW Charitable Trusts; and Sarah Jane Hughes, university scholar and Fellow in commercial law, Indiana Law School.

The panel will focus on the current state of customer experience within the financial industry, specifically focusing on payments and the opportunities for improvement among these organizations. As part of the panel discussion, Ramirez will discuss his analysis of the CFPB's complaint database and how this information can specifically impact customer experience for payments. Key areas highlighted in his portion of the presentation include:

- An overview of prevalent complaints within the payments industry;
- Case study comparison of social media and CFPB complaints; and
- Specific best practices organizations can employ to identify customer pain points before they negatively impact business.

Where:

The Federal Reserve Bank of Chicago will host the 2013 Chicago Payments Symposium, focused on providing industry leaders from financial institutions, technology, corporate, trade and policy organizations with valuable insight and guidance to successfully navigate the payments industry today and well into the future.

Chicago Payments Symposium 2013
Federal Reserve Bank of Chicago
Moskow Auditorium, Third Floor
230 South LaSalle Street
Chicago, IL 60604

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](#).