

## Using All Your Data to Maximize Customer Satisfaction



Wondering how to put data analytics into action and achieve impressive results?

Please join us for a **live lab session at the Predictive Analytics World Conference in San Francisco on March 15, 2011**. Beyond the Arc CEO, Steve Ramirez, will show you how our management consulting team has helped one of the world's largest banks build an effective Voice of the Customer program, leading to increased customer satisfaction, loyalty, and retention.

Their secret? Integrating and analyzing data from across the enterprise – including unstructured text data. **Using IBM SPSS predictive analytic solutions**, Beyond the Arc unlocked the value of data sources underutilized by the bank - such as survey comments, Twitter messages, and call center notes.

### At this live lab session, you'll learn:

- How to integrate new data sources and customer touch points
- How to prepare your data to maximize analytical effectiveness
- How to collect, analyze, and act upon diverse feedback channels in a holistic way
- How IBM SPSS modeling tools can help you easily analyze unstructured data

### Join us at this session:

Date: Tuesday, March 15, 2011

Time: 11:25 a.m. to 12:10 p.m.

Location: San Francisco Marriott Marquis  
Salon 5 & 6  
55 Fourth Street  
San Francisco, CA 94103

Session: ***Bank On It! Use all your data to maximize customer satisfaction, loyalty and retention***

To learn more about the conference, go to: <http://bit.ly/eWmUaF>

### Tell us your thoughts

We'd like to hear from you. How have you used data analytics to maximize customer satisfaction, loyalty, and retention? Let us know; we'll share the results in a future blog post.