

The Path to Continuous CX Excellence



Providing exceptional customer experiences in today's business environment is a continuous challenge. As your organization evolves and customer needs shift, meeting and exceeding expectations at every touchpoint is vital.

Are you keeping up with customer expectations?



- Customer needs and **expectations constantly evolve**, and failing to meet them even once can jeopardize continued business and brand loyalty.
- Only 20 percent of customers say they feel **emotionally connected to their primary bank**.
- 70 percent of consumers under age 55 **would switch banks** for a better customer experience.

Are you gathering data to uncover key insights?



Continuous CX Improvement means collecting, analyzing, and utilizing data to create actionable insights that enhance CX throughout the customer journey.

- **Feedback Collection:** digital surveys, text messaging, mobile
- **Data Insights:** real-time feedback, key metrics, trends, primacy
- **Feedback Analysis:** executive reviews, action-based recommendations
- **Incremental Changes:** best practices, coaching and training
- **Impact Monitoring:** loyalty, retention, NPS
- **Iterative Actions:** data-driven improvements

Are you getting the full picture?

Leveraging various tactics, from VoC to Custom Market Research, help to gather and evaluate ongoing customer feedback:

- **Surveys:** structured feedback
- **NPS:** likelihood to recommend
- **Digital & Online Reviews:** product and platform evaluation
- **CSAT Surveys:** overall satisfaction ratings
- **Social Media Monitoring:** sentiment tracking
- **Verbatim Sentiment Analysis:** qualitative insights
- **Case Management Tracking:** issue identification and follow-up
- **Brand Awareness:** organizational recognition and perception



How You Can Drive Growth: Integrating CX Metrics with Business KPI's



Continuously track customer satisfaction from various angles helps to uncover what's working (and what's not):

- Customer Feedback Metrics
- Customer Retention
- Customer Experience Analytics
- Operational Efficiency Improvement
- Employee Engagement and Satisfaction
- Reward & Recognition Performance
- Competitive Benchmarking



**How can you
get started?**



For over 35 years, CSP has partnered with financial institutions to enhance customer experiences through rigorous data collection, analysis, personalized guidance, and training. Contact our team today to learn more or schedule a free solution demo at sales@csp.com.