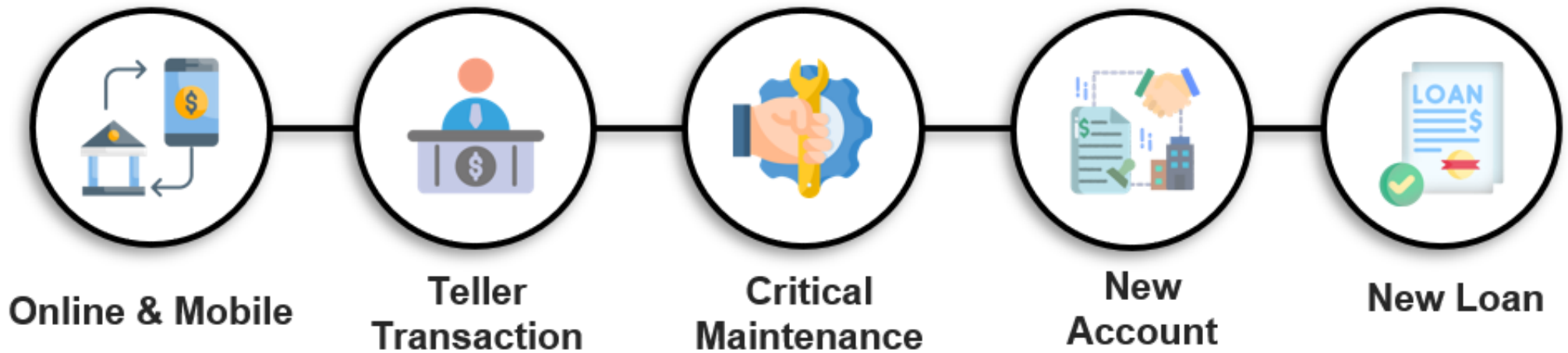




Top 3 CX Lessons in Retail Banking



Key Touchpoints in Retail Banking



Many Problem Stories Have Happy Endings Courtesy of First American Bank Employees



“I had a very good person help me with my problem. I had been transferred twice to an unworking phone line. Finally, I got to a person who was patient and helped me. I was so frustrated and she was very calm and patient with me.”

– Individual, Online Banking



“The loan took longer than expected and I was about to become concerned, but Dave kept me updated and informed and walked me through several stages so I could focus on my business, rather than focus on my business loan.”

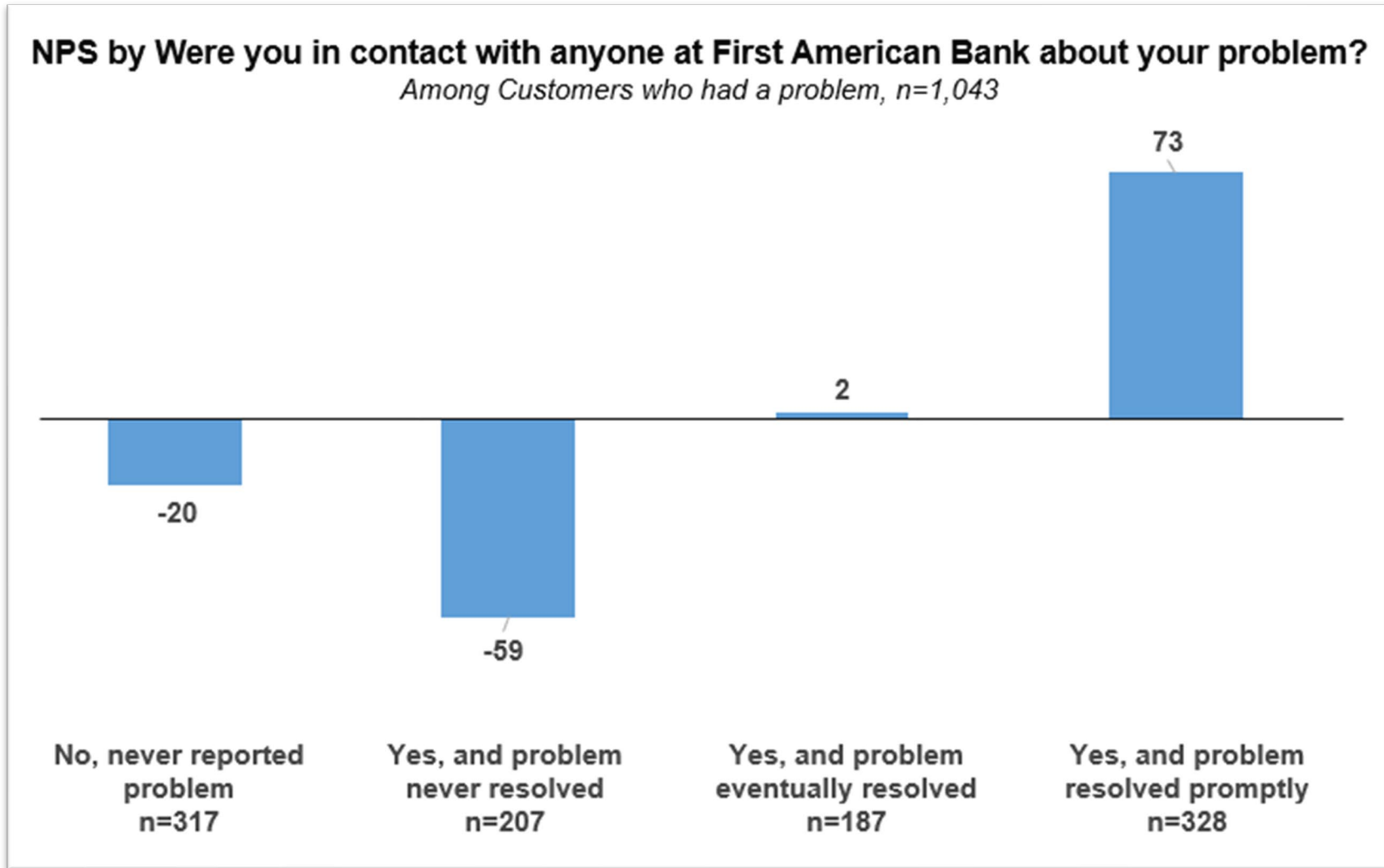
– Business, Central



“I closed some accounts due to possible compromise of my account information. I forgot that my ATM card was also cancelled when my new accounts were established. Bank employees applied for a new debit card and also helped me in getting cash from my account.”

– Individual, West

Problem Resolution Status is Highly Correlated with Likelihood to Recommend

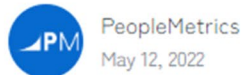


Need More Background on Customer Experience?



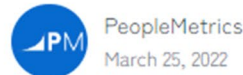
What's a Customer Journey Map? Template & Crash Course

This introductory guide to customer journey mapping will give you everything you need to know to start driving serious CX...



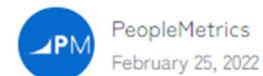
Customer Advisory Boards (CABs): Frequently Asked Questions

Customer advisory boards (CABs) will help you gather invaluable feedback, increase customer loyalty, and give your business a...



What is Customer Experience? Complete Introduction to CX

Customer experience (CX) has quickly become a key differentiator of leading businesses. Learn all the essentials with our complete...



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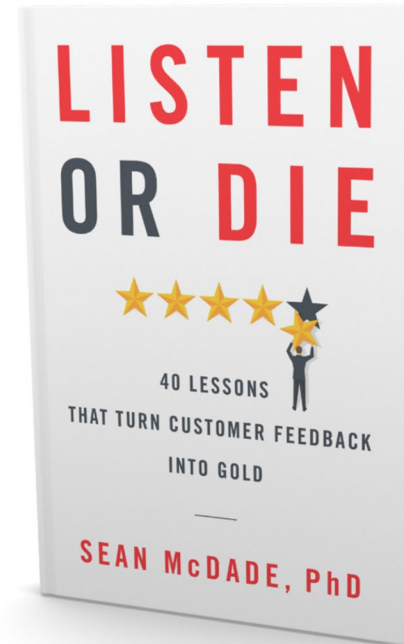
Listen or Die

40 Lessons That Turn Customer Feedback Into Gold

LESSON #1



**EVERYONE WANTS TO BE
CUSTOMER-CENTRIC, BUT NO
ONE KNOWS WHAT THAT MEANS.**



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