

Use Customer Insight to Drive Bottom-line Growth



Voice of the Customer

Financial institutions that let their customer experience decline risk losing up to 12.5 percent of their share of deposits.*

Gather feedback to improve customer experience

Voice of the Customer programs help financial institutions understand and improve the customer experience across all channels. Through qualitative and quantitative data we provide actionable insight to engage customers and deliver consistent, positive experiences — and it's all based on direct feedback from the people who know you best: your existing customers.

Knowledge to take action

Insight is key to understanding how to create a high-performance, customer-focused culture. Voice of the Customer provides detailed feedback directly from your customers to let you know precisely how you're performing in specific areas. Voice of the Customer gathers, measures and interprets customer experience feedback from frontline sales, customer service and call center, via online and mobile channels, and in the new account opening, lending and business banking arenas. But we don't just share account holder feedback, we consult to help you interpret the data, identify trends, and pinpoint areas to improve.

What if you could find out...

What do customers really think about you? What ideas do they have for creating better engagement? What would make them more loyal?

Would you take action to improve?

*Source: CSP

Methodology

Having provided customer experience research to more than 1,000 clients over 30 years, we are an industry leader in measuring and tracking employee performance, customer loyalty, advocacy and customer insight.

Harland Clarke's Voice of the Customer provides your financial institution with customized research designed for actionable results.

Account holder panels: Data is drawn from your own customers, who provide direct feedback on specific interactions they've had with your institution via all channels — in person, online, mobile and call center.

Key driver analysis: Customized analysis is performed on all channels to help identify the key satisfaction drivers that best predict your customers' overall satisfaction, loyalty and advocacy.

Expert survey design: Experienced analysts get to the heart of your objectives and design surveys that produce meaningful and actionable research data. A proprietary quality control system ensures thorough, objective and accurate results.

Industry benchmarking: Your institution benefits from peer group and geographic comparisons on all key metrics, indexes and channels so you can truly define ways to differentiate yourself in the market.

Manager development training: A comprehensive training program helps guide change and build consistent culture. Managers are coached on specific behaviors that improve drivers of employee engagement and customer satisfaction.

Ongoing coaching: Consistent and ongoing communication helps your organization influence, incentivize and manage employees to change behaviors.

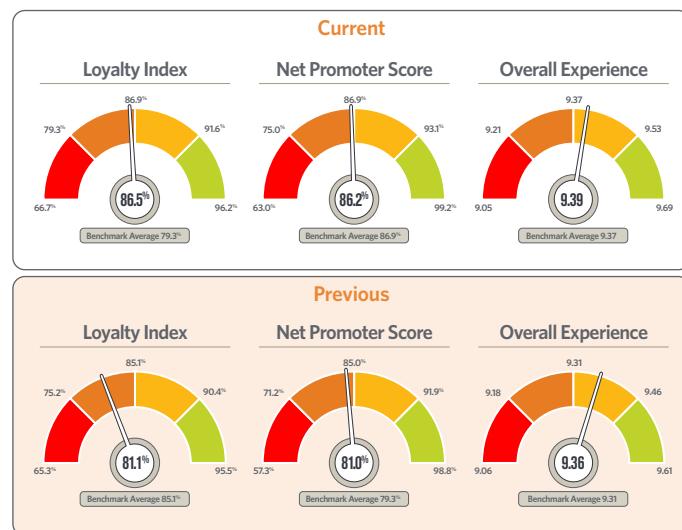
Real-time feedback and analytics

Get the deep analysis and insight you need to align your culture with your organizational strategy — and drive financial performance. The Voice of the Customer dashboard delivers easy-to-navigate peer benchmark reporting so you can see how your scores compare to those of your competitors. You can drill down into each of these key metrics to view performance trends:

- Loyalty
- Net Promoter ScoreSM (NPS[®])
- Overall experience
- Performance with employee
- Satisfaction with employee
- Satisfaction with wait time

Plus, you'll get data and analysis on multiple levels from individual employee scores to a total organization snapshot. Armed with this knowledge, you can affect real change to create more satisfaction and loyalty.

Current vs. Previous Benchmarking



Learn how Harland Clarke can help you gather direct feedback and create a customer-centric culture.

Call **1.800.351.3843**
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Visit **harlandclarke.com/InsightCX**