

CUSTOMER EXPERIENCE INFORMATION, INSIGHTS & ACTION BANKING AND FINANCE

Market Force Information provides crucial information and actionable insights into your brand's customer experience—that moment of truth when products and services are explained and loyalty is cemented. From customer service to operational compliance we provide the insight to help match your message and customer experience with your brand's promise and positioning.

More than simply a data provider, Market Force Information delivers a unique combination of customer experience information, insight and action. Our **OnSight** evaluation and action solutions utilize multiple methodologies to provide a complete picture of your customer experience and ensure your promotional programs are executed properly through on-site set up services. Our **InSight** solutions maximize the impact of customer information with rigorous statistical analysis highlighting actionable solutions and automated training and rewards programs that translate into immediate results. We help drive your customer experience from transactional adequacy to transactional excellence in order to build a strong emotional bond with your customers—the key to long term customer loyalty.

THE MARKET FORCE INFORMATION DIFFERENCE

- Breadth of solutions addressing your customer experience
- Industry expertise and shared best practices
- Proprietary data delivery technology that puts all your customer experience information into a single reporting platform
- Industry-leading insight and action solutions for more informed decisions based on the best collection of data available

BENEFITS

- Pinpoints focus areas for greatest ROI
- Improves operational performance
- Aligns customer experience with expectations
- Identifies significant performance gaps and best practices
- Uncovers behavior patterns leading to revenue opportunities
- Tells a story that provides consultative recommendations



INTEGRATED SOLUTIONS DELIVERING A HOLISTIC VIEW OF THE CUSTOMER EXPERIENCE

OnSight: Evaluations and Action

- Customer Service Best-in-Class Evaluations
- Branch and Teller Evaluations
- Computer Assisted Telephone Interviewing (CATI), Web and IVR Customer Surveys
- Wait Time Studies
- Competitive Evaluations

InSight: Identify Solutions

- Analytics & Insights
- Triggered Training® and Rewards
- Loyalty Lift Calculator

Discover how Market Force Information can improve your customer experience. Call 303.402.6920 or email sales@marketforce.com.