Mastering Mixed Data Collection Methods in CEM

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Executive Summary:

As customers change the way they interact with their financial institutions, many financial institutions have not yet changed the way they interact with customers to measure customer loyalty.

The reason: Financial institutions haven't figured out how to integrate feedback collected through phone, email, online, SMS text, QR codes, and social media modes into their existing customer experience management (CEM) programs.

This paper will explain why all financial institutions committed to CEM should extend data collection methods to encompass all customer communication modes: voice, electronic and social, and how to approach the challenges associated with eliciting customer feedback through several modes.

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