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Shared Accountability Will Help Make Your CE Program a Success

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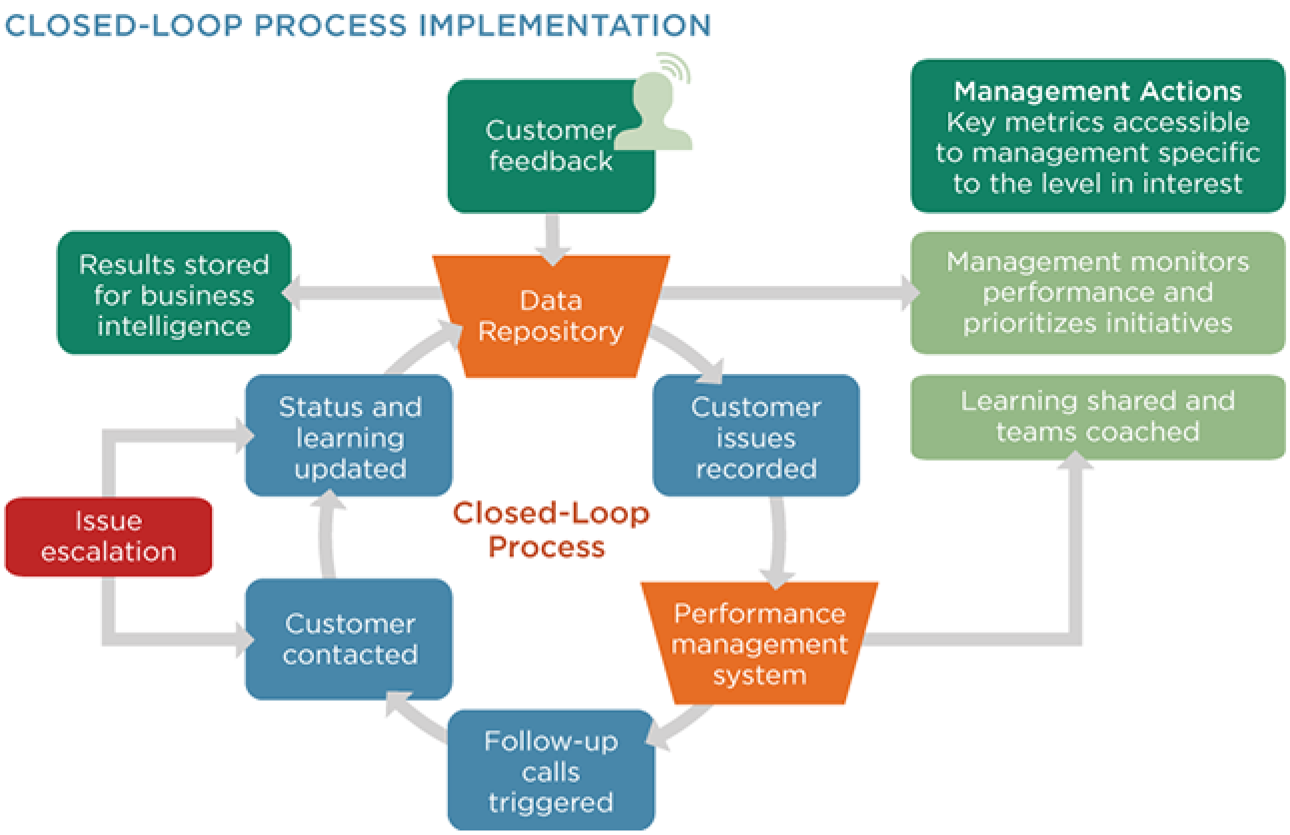
One key step in building a successful CEM strategy is to create accountability for results. We do this using a closed-loop process.

Here, individual employees receive CEM data through an easily accessible reporting tool. The information is detailed enough to trigger specific action to the individuals responsible for follow up. The final results are available to management to monitor systemic and individual progress and performance.



Bottom Line

Accountability should span all bank channels. It should also stay consistent among branch, online, ATM, contact center, credit card, mortgages, merchant services, and commercial banking.

The customer does not draw a distinction between the retail bank and the wholesale bank, or even between channels like the branch or contact center. To them, it is all just one bank.

Read, *Customer Experience Programs: More than the Metric*, to learn more.

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