# Bank Operations Play A Big Role in Customer Satisfaction

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Too often, when banks try to manage or improve the customer experience, they focus solely on customer-facing, or front-office staff. However, many customer experience issues are the result of bank operations, or back-office employees - which are beyond the control of call center or bank branch employees who interact directly with the customer.

This disconnect has real consequences for customer loyalty scores. Since back-office functions impact a customer's experience in opening a new account, processing loan applications and other everyday transactions, it is important for banks to include the operations staff in their Customer Experience (CE) Management programs.




*Focus your CE program on the back office*

**Bottom Line**

Banks have an opportunity to improve customer satisfaction and loyalty results by extending the CE

processes to the operational areas of the business. The first step: Educate the back-office staff about their role in customer experience. Then banks can set expectations for operational staff and use similar score cards to evaluate performance and eventually create a compensation-based incentive program to improve performance.

To learn more, read *Bank Operations and the Customer Experience.*




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