

Bank Executives: Focus On Building, Not Measuring, Customer Loyalty

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A key priority for financial institutions is customer loyalty. So why aren't banks and other financial organizations realizing the full value of their customer experience programs? We believe that the answer is in the way the customer experience programs, which should drive results, are perceived, created and executed at those institutions.

To improve customer loyalty, and get the ROI that comes as a result of your time and commitment, you must do more than measure satisfaction levels.

TWO KEY CUSTOMER LOYALTY QUESTIONS FOR EXECUTIVE LEADERSHIP



What decisions do employees make that impact customers?

The answer is nearly every decision: technology, pricing, personnel, compensation, service, channel mix, compliance, etc.



How do you actually build customer loyalty?

By having employees consistently and repeatedly make better decisions in all areas of the organization, so customers begin to change their attitudes, opinions and behavior in a positive way.

Read [Focus on Building, Not Measuring, Loyalty](#) to learn more about improving customer experience and increasing customer loyalty.



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