



CBSC Endorses Harland Clarke's *Voice of the Customer* Market Research Program

Voice of the Customer helps community banks improve customer relationships and cross sell products

Springfield, IL - February 25, 2020 --- Happy customers are loyal. And when they're loyal, they continue to rely on your bank for financial solutions. One way to keep your customers loyal is to improve the customer experience at every turn.

Harland Clarke's *Voice of the Customer* program helps community banks capture customers' perceptions about products and their overall experience engaging with the institution. This feedback is invaluable in driving improvements, creating innovative products and services, and building stronger customer relationships.

"The foundation of community banking is built upon providing personal customer service," said Shawn Davis, CBSC Board Chairman and President & CEO at CNB Bank. "A personalized, relationship-driven business model distinguishes us from the transaction-oriented mega banks and Fintechs. Despite the increased competition, technology will not replace brick-and-mortar banking. The core business of community banking still requires the ability to interact face-to-face and create meaningful engagement with customers."

This is where *Voice of the Customer* can help bankers excel. Through the *Voice of the Customer* program, bank customers are contacted and asked to rate a recent banking experience. The data is loaded into a dashboard that enables bank management to track customer rating trends and perform peer analysis. *Voice of the Customer* consultants meet with the bank staff monthly to review the results and provide ongoing training. The training is not limited to just a few people. The entire bank staff, including the president, is assigned to a team of 6-10 people that competes with other teams for the best customer satisfaction ratings and the highest number of cross-sold products. Incentives and awards are presented at each monthly meeting.

Delivering actionable insight, the *Voice of the Customer* program can help you identify the key drivers of a consistent customer experience to help improve satisfaction and loyalty, leading to retention, growth and profitability.

Contact at Harland Clarke
Diane Schipkowski
Account Executive II - Illinois
Diane.Schipkowski@harlandclarke.com
(815) 493-8763