

# 4 CX Tips for Financial Services

The financial services industry is more competitive than ever. Fintech startups everywhere are nibbling away at established banks' customers in all areas of service, from retail banking to mortgage lending. But financial services providers can become stronger through a great customer experience (CX) that connects online to offline branch operations. Here are four tips for doing that:

1

## **Extend your CX across the digital world.**

Make it easy for customers to do business with your branches by making your locations more findable online. Convert customers through all your online location pages, including Google Business Profiles, social media, and your branch sites. Our research shows that complete and up-to-date business listings get 500% more reviews than listings that are incomplete. Your listings should be dynamic centers for responding to customers' questions and providing information about your branches' services.

2

## **Outhustle the competition.**

Use competitive intelligence tools to collect customers' sentiment about your competitors so that you can uncover opportunities to deliver a superior CX. Level up your competitive intelligence with a dashboard to reveal your strengths and weaknesses, and learn how to get a leg up on the competition.

3

**Learn from reviews and customer surveys.**

Encourage customers to review your branches and to respond all reviews. A great CX starts with listening to reviews with tools such as natural language processing that identify patterns in customers' comments. Match that real-time data with periodic customer surveys to get a complete view of customer insights.

4

**Be responsive with technology.**

**90% of all people** read texts within three minutes of receiving them. SMS boasts a **98% open rate**, much higher than email. Use a single inbox to respond to all customers via rapid-response communications such as Facebook messenger, text, and Google Business Messenger. Consider ways to use artificial intelligence to automate responses to commonly asked queries, while relying on people to monitor/respond to complex questions.

Your customers deserve the best CX.  
Contact Reputation to get started.

