

# Voice of the Customer

## Customer Experience

ResponseTek is an enterprise Customer Experience Management SaaS solution that includes three modules: Voice of the Customer, Voice of the Employee and Listening Lab.

Customer Success

### Retail banking company uses ResponseTek to improve strategic decision making via meaningful, ongoing customer insights

#### COMPANY

Retail Banking Company

#### ESTIMATED REVENUE

\$300 Billion in Assets

#### INDUSTRY

Financial Services

#### IGNITETECH SOLUTION

ResponseTek

#### DEPLOYMENT

SaaS

#### Summary

Ranked among the world's strongest banks, this retail banking company uses the ResponseTek solution to collect customer feedback and provide reporting across their business.

#### Why ResponseTek

This company uses ResponseTek to cover multiple brands and key elements of their customer experience (insurance, banking). With over 1200 employees with access to ResponseTek, they can view and quickly take action on customer feedback.

#### Customer Benefit

ResponseTek provides an overall perspective of customer experience across their entire business to measure the big picture, while at the same time, front-line managers have an operational tool to help them engage directly with their customers, reduce churn and drive overall satisfaction.

#### Customer Outcome

The company has reduced customer churn through proactive survey follow-ups and improved strategic decision making via meaningful, ongoing customer insights.

#### Solution Benefits

- Collect and aggregate customer experience, demographic, journey and behavior data to monitor and improve customer experience in real time
- Provide real-time analytics and insights to help you make data-driven decisions across your entire organization, allowing you to optimize experiences, services and processes across the entire customer journey
- Enable two-way exchange with customers that saves and retains at-risk customers in real time and empowers your employees to deliver exceptional customer experiences
- Support business strategies by developing long-term, meaningful relationships with customers

For more information,  
visit [ignite.tech.com/responsetek](https://ignite.tech.com/responsetek)