

# CUSTOMER EXPERIENCE

## Voice of the customer

[ResponseTek](#) is an enterprise Customer Experience Management SaaS solution and includes three solutions: Voice of the Customer, Voice of the Employee and Listening Lab.

Customer Success

**Retail Banking Company Uses Ignite's ResponseTek Solution to Improve Strategic Decision Making Via Meaningful, Ongoing Customer Insights**

### COMPANY

Retail Banking Company

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### ESTIMATED REVENUE

\$300 billion /assets

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### INDUSTRY

FINANCIAL SERVICES

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### IGNITE SOLUTIONS

ResponseTek

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### 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 and workflow, across their business.

### Why ResponseTek

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

### Customer Benefit

The company has an overall perspective of customer experience across their entire business so they can 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

Reduced customer churn through proactive survey follow-ups, improved strategic decision making via meaningful, ongoing customer insights.

## Solution Benefits

- Collect and aggregate customer experience, demographic, customer 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