

For Immediate Release

Date: October 12, 2016

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Rhonda Sheets publishes article, “Front Office, Back Office, and the Member Experience: Divergent? Convergent? Emergent?”

Dayton, Ohio – When a high level of tension exists between front office and back office teams, the result is often dissatisfied members, who are less likely to stay with you, do more business with you, or tell others about you in a positive way. Given enough negative member experiences, revenue growth and profitability inevitably suffer. Rhonda Sheets, President, Founder, and CEO of Support EXP, has observed this detrimental dynamic. Her article — “Front Office, Back Office, and the Member Experience: Divergent? Convergent? Emergent?” — explores the roots of and solution to the disconnect between the front and back offices.

“When the front office does not have a strong back office team supporting them, it’s the member experience that suffers,” Sheets says, “but ultimately, it’s the revenue growth and profitability that are compromised—irreversibly.” Teams that diverge in their purpose cannot converge to work effectively for the member. Sheets reveals the key to creating emergent teams that support one another in their shared effort to provide a “best in class” experience for every member, every experience, every time.

[Download “Front Office, Back Office, and the Member Experience: Divergent? Convergent? Emergent?”](#)

About Support EXP: Support EXP is the leading innovator in transforming the member experience through real-time actionable analytics used to build skills for improving service relationships. Since 1997, we’ve partnered with some of the nation’s most progressive credit unions, capturing over 1,000,000 service interactions across all distribution channels to resolve challenges around the member journey, resulting in a proven return on investment. By applying Support EXP’s solutions for building member loyalty, our clients succeed in delivering an exceptional member experience – across all channels – to every member, every experience, every time.

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