

For Immediate Release

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Contact: Lew Thomson

800.444.5465 x166 | lthomson@supportexp.com

www.supportexp.com



Support EXP To Share Solutions for Capturing Customer Loyalty at Financial Brand Forum

Representatives of Support EXP, the leading provider of Actionable CX Analytics for financial institutions, will be attending the Financial Brand Forum, to be held May 17-19 in Las Vegas, where they will share Support's innovative CX solutions.

With over 1,000,000 customer experiences actionably and authentically measured, Support EXP's clients are winning by actively closing performance gaps, removing friction from the customer journey, and creating Loyal Customers for Life!

Support EXP's revolutionary CX Analytics Platform captures and manages the customer experience **in real time**, connecting the valuable CX elements of the past with the tools and technologies of today to create the *future* of banking – in the NOW.

The Financial Brand Forum is the largest conference in the world built specifically for senior-level financial marketing executives. The biggest names and brightest minds in banking will show how to combine practical ideas with actionable insights to tackle the biggest challenges facing the industry. It is three days filled with the latest ideas, best practices, and new innovations that are transforming financial marketing today. Attendees at the 2017 Forum will represent 41 different countries and 614 financial institutions.

Learn More: <https://goo.gl/orW3Kw>

About Rhonda Sheets: Rhonda is an internationally recognized thought leader, innovator, author, trainer, speaker and trusted partner in the credit union community. Recognizing a critical need to help credit unions compete to win by getting ahead of the **CX Movement**, Rhonda has successfully positioned Support EXP as the leader in delivering actionable solutions for measuring and managing the entire member journey. For more than 25 years, Rhonda has been passionate about achieving superior performance results for credit union clients through the CX – results that are uniquely tailored, pragmatic, holistic and enduring. Rhonda is an effective and results-driven innovator of products and services that drive performance optimization from the face to the core of credit unions worldwide. She has consistently been in the forefront of achieving superior CX performance results for credit unions – putting them at the front of the CX movement by using **Actionable CX Intelligence to create loyal members for life**.

About Support EXP: Since 1997, Support EXP has been the leading provider of Actionable CX Analytics for financial institutions across the United States. With over one million service experiences measured, our innovative solutions leverage authentic customer feedback to close performance gaps and remove friction from the customer journey. Our revolutionary CX Analytics Platform optimizes organizational and financial results by using experiential input directly from the customer to inform CX strategy and impact CX execution – Creating Loyal Customers for Life™.



Actionable CX Analytics in Real Time

Creating Loyal Customers For Life