

Beyond the Arc, Attensity Help Businesses Turn Social Media Data and Customer Feedback into Actionable Insights

SAN FRANCISCO BAY AREA, Jan. 3, 2012- [Beyond the Arc](#), Inc., a customer experience consulting firm that helps financial services companies use social media to meet concrete business objectives, announced today the expansion of **Social Customer Insights** to take advantage of the social analytics capabilities of [Attensity](#), a leading provider of text analytics solutions for Customer Experience Management (CEM).

In October, Beyond the Arc launched Social Customer Insights, which combines [social media data mining](#), strategic marketing and Voice of the Customer strategy for banks, credit unions, insurance companies and credit card issuers with the goal of uncovering and acting on valuable customer insights. Beyond the Arc, as a result of the new relationship, can create solutions for financial institutions using Attensity's CEM applications.

“Beyond the Arc's Social Customer Insights helps financial institutions gain customer insight, monitor their competitive landscape and accelerate social media return on investment by reaching well-defined business objectives”, said Steven J. Ramirez, CEO of Beyond the Arc. “Financial institutions can now benefit from Attensity's social analytics capabilities, as we develop specialized solutions on their platform to help clients drive increases in customer satisfaction and loyalty.”

Beyond the Arc collects millions of social media posts from a variety of social media platforms, applies its proprietary Social Analytics Development Kit and data mining algorithms, and creates a highly refined social data set for financial services. Attensity helps exclude irrelevant noise, including spam posts, which can make social media analytics time-consuming and unproductive and provides a highly scalable, multi-channel platform that enables organizations to implement and deploy customer experience solutions across the enterprise.

“IT leaders need a single, integrated solution for enterprise-class customer experience management that is both robust and scalable in order to fulfill the different technology and communications needs of an organization,” said Rebecca MacDonald, vice president of marketing at Attensity. “Attensity's Consulting Partners provide expertise, methodologies and services that apply our products to solve specific business problems for our customers. Beyond the Arc was carefully selected for their proven ability to provide value-added services that help our customers get maximum value from their Attensity's products in our customers' environments, ensuring complete customer satisfaction.”

About Beyond the Arc, Inc.

Headquartered in the San Francisco Bay Area, Beyond the Arc, Inc. combines strategy consulting with advanced analytics to help financial services clients identify opportunities to differentiate themselves in the marketplace. The company's social media data mining helps clients improve their customer experience across products, channels, and touch points. For more information about Beyond the Arc and its solutions visit [beyondthearc.com](#) or call 877.676.3743. Insights on social media, financial services, and more are shared on their [blog](#), or follow them on Twitter at [@beyondthearc](#).

About Attensity™

Attensity's text analytics solutions are the choice of the world's leading brands for Customer Experience Management (CEM). Attensity is the only company that gives business users the ability to analyze millions of real-time customer conversations from any online, social media or internal source, and extract the industry's most accurate insights to drive business decisions. From its headquarters in Palo Alto, Calif., and Kaiserslautern, Germany, Attensity is powering the customer experience strategies of companies such as AT&T, Charles Schwab, Citigroup, JetBlue, Lloyd's Banking Group, Siemens, Starwood Resorts, Travelocity and Whirlpool. Visit www.attensity.com and follow the company at blog.attensity.com, on Twitter [@Attensity](https://twitter.com/Attensity), and on facebook.com/Attensity.

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