

Support Financial Resources launches Support EXP – an innovative performance management model for creating a service and sales culture that drives financial growth.

Dayton, Ohio - March 2, 2015— Support Financial Resources, the results-driven catalyst in service and sales performance management for the financial services sector, today announced the launch of a new corporate brand – Support EXP. Supported by its new website, www.supportexp.com, a suite of performance solutions, and a powerful new EXP Performance Portal, Support EXP represents a suite of turnkey solutions that optimize business performance. It is an innovative performance model for developing agile service and sales teams that consistently optimize service and sales performance with measurable results, year over year.

The new corporate brand identity includes a new tagline, “Experience Performance Optimization. Results.”, that exemplifies the benefits and value that Support EXP provides for business leaders. The new identity represents a new positioning that shifts the performance management paradigm by providing organizational leaders with an end to end solution that quickly targets performance gaps inside the financial institution and precisely closes those gaps. With the understanding that measurement alone changes nothing, the organization combines action-based, voice-of-the-customer research with actionable, coachable metrics and analytics, all of which target employee-specific skill building. This methodology equips managers to build-out agile service and sales teams resulting in a high performing service and sales culture that delivers optimized customer experiences, superior customer satisfaction and deepened customer relationships leading to lifetime customer value and financial growth and profitability.

As part of the roll-out, Support Financial Resources also activated the EXP Performance Portal for its clients, a redesigned central data repository that connects users with voice-of-the-customer performance intelligence. This portal delivers an intuitive, cutting-edge interface with leading indicators in performance management that enables managers and organizational leaders to access critical, skill-building, trending data needed to pinpoint and close gaps in performance. The EXP Performance Portal also includes the Performance Index which establishes relationships between service and sales skills, the customer experience, customer satisfaction, and financial growth and profitability. It offers a combination of indices that help business leaders predict behavioral-based outcomes while gaining actionable insight across the organization. And it is accessible from a single, intuitive, easy-to-use, virtual, browser-based environment.

As the global financial landscape continues to rebound, studies continue to show that organizations are still experiencing rising pressures in regulatory compliance and growth. There is a clear need to focus on improving customer acquisition, retention, and deepening customer relationships to generate new sources of growth.

“Support Financial Resources has long been recognized as the unique, go-to solution for performance-based measurement, metrics, and analytics,” said Rhonda Sheets, President and CEO at Support Financial Resources. “Business strategies that leverage intellectual capital in an effective, streamlined, executable way are core in today’s need-to-know business environment. Establishing KPIs, closing performance gaps, doing more with less and getting there quicker – with better results, is the new mantra. Support EXP helps financial institutions do just that, through tactical, practical intelligence that quickly resolves the toughest performance issues around the customer experience – while positioning and equipping managers and leaders to lead insightfully and knowledgeably with a keen focus on inspiring ‘all-out performance’.”

About Support Financial Resources

Since 1997, Support Financial Resources has shaped and redefined the meaning of customer centricity. The company has continually broken new ground in performance management, behavioral analytics and has pioneered the future of performance optimization by creating new performance standards for financial institutions, globally. For more information, visit www.supportexp.com.

To preview the Support EXP brand, visit:

<http://www.supportexp.com/flipbook/Press-Release-Flipbook.html>

To contact Support EXP, visit:

<https://portal.supportexp.com/ExpContact/Contact.aspx?promo=LPR15>

Support EXP offers organizations the opportunity to engage on the following platforms: online, handheld devices, and print.

For media inquiries, contact:

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