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CSP Launches Art of Service Strategy to Connect Customer Experience with Financial Performance

Proven Framework Helps Banks and Credit Unions Turn Customer Experience (CX) Excellence into Measurable Business Results

OMAHA, Neb. — Feb. 11, 2026 — Customer Service Profiles LLC (CSP), a leader in customer experience (CX) strategy for financial institutions, today announced the launch of its Art of Service Strategy, a comprehensive framework designed to help banks and credit unions connect customer experience improvements to measurable financial performance.

Developed in collaboration with a leading financial institution, the Art of Service Strategy provides a practical roadmap for embedding CX excellence across the organization. The framework addresses a common challenge facing financial institutions today: translating CX data into tangible business outcomes.

Industry research shows that even a single-point improvement in a CX Index score can generate significant incremental revenue for multichannel banks. Yet many institutions struggle to operationalize CX consistently across teams, channels and decision-making processes. The Art of Service Strategy was built to close that gap by aligning customer perceptions, operational performance and financial results.

The framework is built on four integrated pillars that align people, processes and performance:

- **Culture:** Embeds CX into the organization through role-specific engagement, confidence-building training and values-aligned behaviors.
- **Standards:** Establishes clear service expectations, consistent routines and accountability across all customer touchpoints.
- **Data & Metrics:** Connects CX metrics with financial KPIs to identify performance drivers, surface pain points and demonstrate business impact.
- **Recognition:** Reinforces service excellence through meaningful recognition programs aligned with performance goals.

Implementation follows a structured, five-phase approach that includes CX maturity assessment, culture development, data integration, recognition program launch and long-term governance.

In one case study, a growing regional bank using the Art of Service Strategy achieved measurable gains within one year, including improvements in digital banking satisfaction, growth in services per customer across both commercial and consumer segments, significant increases in demand deposits and substantial asset growth.

“Customer experience isn’t just about satisfaction scores anymore; it’s directly tied to performance,” said John Berigan, EVP of CSP. “The Art of Service Strategy helps institutions connect CX efforts to real business outcomes by aligning teams around what matters most to their customers.”

The Art of Service Strategy builds on CSP’s more than 35 years of experience helping banks and credit unions improve customer experience through research, analytics, consultation and training.

For more information about CSP’s Art of Service Strategy, visit www.csp.com/art-of-service-strategy or contact sales@csprofiles.com.

About CSP

Customer Service Profiles LLC (CSP) is a customer experience strategy firm specializing in banks and credit unions. For more than 35 years, CSP has partnered with financial institutions to strengthen CX programs through rigorous data collection, analysis, consultation and training. CSP helps organizations design seamless customer experiences across every touchpoint while gaining a deeper understanding of their competitive environment. For more information, visit www.csp.com.

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