



# Western Independent Bankers Endorses Cloud-Based Touchpoint Mapping On-Demand, Touchpoint Metrics

*Touchpoint Metrics (OTCQB:TPOI) and Western Independent Bankers announce Touchpoint Metrics as WIB's exclusive customer experience management software partner.*

SAN FRANCISCO, CALIFORNIA, US, April 22, 2014 /EINPresswire.com/ -- Western Independent Bankers announced today that it has endorsed customer experience solutions company [Touchpoint Metrics](#) (OTCQB:TPOI) to provide customer experience measurement and improvement tools to community banks in the Western states of Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington and the U.S. Territories.

Touchpoint Metrics is a pioneer in [customer experience management](#) solutions, and has worked with many banks and financial services institutions to achieve substantial improvements in customer and employee acquisition, engagement, retention, satisfaction and loyalty. [Touchpoint Mapping®](#) On-Demand, their cloud-based Voice of the Customer (VoC) product suite, offers bank leaders quick and easy access to vital customer, competitor and employee insights, to support data-driven decisions that enhance business value.

"We are delighted to welcome Touchpoint Metrics as a WIB Endorsed Program partner. They are widely viewed as experts in Customer Experience Management, and offer a proven approach based on deep banking industry expertise," says WIB President, Julianna Graham. "Speaking as a past client, I'm confident our members will receive valuable and highly actionable insights from their products and services."

WIB is a trade association that informs, educates and connects community banks with the resources and services to achieve the highest standards of personal and organizational performance. WIB Endorsed Program partners are reviewed and selected through a thorough and rigorous due diligence process and provide benefits to Western banks not available in the general marketplace, typically in the form of discounts or cost savings.

"We are honored and thrilled to be selected as a WIB Endorsed Partner and have the opportunity to contribute to the success of WIB members" says Michael Hinshaw, Touchpoint Metrics President and CEO. "The banking industry is fast changing and we look forward to helping WIB members to get ahead and more effectively compete by better understanding their customers and their markets."

More information on WIB Endorsed Program partners can be found at [wib.org/wibsc.asp](http://wib.org/wibsc.asp).

About Western Independent Bankers (WIB) & WIB Service Corporation

Western Independent Bankers (WIB) has been helping community bank executive management and board members solve their challenges for 75 years. WIB informs, educates and connects community banks with the resources and services to achieve the highest standards of personal and organizational performance. WIB has community bank members in nine western states in addition to

an array of community bank service providers. For more information go to [www.wib.org](http://www.wib.org).

#### About Touchpoint Metrics

Touchpoint Metrics ([www.touchpointmetrics.com](http://www.touchpointmetrics.com)) is a customer experience solutions company. We deliver actionable data and on-demand "Voice of the Customer" insights, leveraging technology and business intelligence to dramatically improve brand position, customer and employee satisfaction, loyalty and engagement. Touchpoint Mapping®—our signature approach to quantifying customer experience—has driven business results for some of the world's leading companies, automatically mapping the complex, cross-channel maze of touchpoints that drive customer experience and brand perception.

For more information, visit <http://www.touchpointmetrics.com>, or call 1-855-938-8100 toll free in the U.S., or +1-415-938-8100.

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