

CXINDEX™

CX Index for banking

Enterprise Voice of the Customer, built for trust and scale.

For retail, commercial and digital banking teams who need to manage experience rather than only measure it.



01 The banking CX challenge

Banking customers expect consistency across branches, contact centres and digital channels, with trust, compliance and fast resolution every time.

Many banks still rely on interaction level surveys that miss the broader experience issue, stay inside a silo, and fail to drive operational change. Measuring customer experience is no longer enough. Banks have to manage it.

02 Why banks choose CX Index

CX Index is an enterprise grade Voice of the Customer platform designed for the demands of regulated banking. Banks use it to understand sentiment at scale, identify friction across whole journeys rather than single interactions, and drive measurable improvement in satisfaction, loyalty and cost to serve.

ISO 27001

Certified since 2018, one security review your estate has already passed

5.0

Gartner Peer Insights customer review rating, from 8 reviews

14 years

Measuring customer experience for enterprise teams

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What makes CX Index different for banking

Omnichannel customer insight

Capture and unify feedback from post interaction and relationship surveys, calls, chats and emails, digital journeys and self service, and reviews, complaints and operational data. One platform, one version of customer truth.

Banking grade NLP and AI analytics

- Multi language sentiment analysis
- Topic and phrase extraction covering fees, delays, digital friction, agent empathy and compliance issues
- Trend analysis over time
- Optional AI and RAG powered insight summaries

Understand what customers say and why they said it.

Proactive experience through automation

- Relationship and lifecycle surveys
- Rule based triggers rather than post call only
- Alerts for detractors, compliance risk and churn signals
- Closed loop workflows for frontline and leadership teams

Fix issues before they escalate.

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Built for banking scale and regulation

CX Index is designed to operate safely in complex, regulated environments.

Enterprise ready by design

- GDPR, CASL, LGPD and PIPL support
- Data anonymisation and retention controls
- Multi brand, multi country deployments
- Role based access for executives, regions, branches and teams

Typical outcomes

- Higher CSAT and NPS
- Reduced repeat contacts
- Better digital adoption insight
- Faster root cause identification
- Stronger regulatory confidence

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The banking advantage

Banks rarely lose a customer over one bad interaction. They lose them because nobody saw the pattern early enough. CX Index helps banks see it, understand it and act on it while there is still time.

CX Index sits alongside your contact centre platform to extend native survey capability, add enterprise VoC intelligence and make insight actionable across the business. Better experiences, lower cost to serve, higher loyalty.