

Why Aite-Novarica

Aite-Novarica Group is a market-leading advisory firm for financial services. It develops critical insights on technology strategy for domains like banking, payments, insurance, wealth management, capital markets, fraud and AML, cybersecurity, and customer experience.

The Customer Experience Research Council is a curated knowledge-sharing community of top customer experience leaders from hundreds of global insurers and financial institutions.

About the Council

The Aite-Novarica Customer Experience Research Council is a free, moderated, knowledge-sharing group for all stakeholders focused on improving the customer experience at an organization.

Council members regularly participate in research studies on critical topics to share insights and expertise on key investment areas. They receive complimentary copies of all research they contribute to.

What Is Customer Experience?

Our Customer Experience practice focuses on three pillars: behavioral analytics, voice of the customer, and industry research.

We specialize in customer journey mapping, analytics strategy, customer portal capabilities, vendor landscape and trends, and more.

Who Can Participate?

Membership is open to anyone who is a stakeholder in improving customer experience at their organization, including both Aite-Novarica clients and non-clients.

Research Council members enjoy benefits such as:

- Complimentary access to select reports
- Invitations to participate in relevant executive research
- Proctored one-on-one conversations with other Research Council members on topics of common interest

About Membership

Membership in the Customer Experience Research Council includes:

- **Special Interest Group Meetings.**
These invitation-only meetings center on critical issues in customer experience, including digital experience, voice of customer, digital analytics and KPI frameworks, and martech offerings. Meetings are held virtually 2-3 times per year.
- **Research Council Study Participation.**
Research Council members are invited to participate in periodic studies on key topics such as leading customer experience practices, emerging capabilities, and the vendor landscape. All study participants receive complimentary copies of analysis and insights regardless of client status.
- **In-Person Meeting and Networking Dinner**
Aite-Novarica's Customer Experience team will host an annual in-person meeting of Council members and a networking dinner at a specified date agreed upon by the members of the Council.

Members are asked to participate in at least one annual survey to maintain membership in good standing. Aite-Novarica client members may participate in any number of Special Interest Group meetings; non-clients may participate in up to two meetings annually.