

Beyond the Data: Why Customer Service Excellence Matters in Market Data

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Customer service excellence is not simply about being available when something goes wrong; it is about making it easier for customers to succeed before, during, and after every interaction.

As financial markets become increasingly complex and data volumes continue to grow, the quality of the customer experience has become a critical differentiator for market data providers. Customers are not only looking for accurate, timely and reliable data; they also expect a seamless experience across the entire data lifecycle, from accessing and integrating data to monitoring its quality and resolving issues.

Market data is critical to trading, risk management, investment decisions and regulatory processes. Even small issues can have a significant impact on a customer's business. In this type of environment, customer service excellence means understanding the customer's business, anticipating their needs and removing friction from their workflows. It requires combining high-quality data and technology with responsive support, clear communication and a culture of continuous improvement.

The foundation of customer service excellence is data quality. As a provider, we need robust quality controls, transparent processes, and clear communication when issues occur. However, data quality alone does not guarantee an excellent customer experience. Clients rely on market data to make better decisions, reduce operational risk, automate processes, comply with regulatory requirements and launch products quickly. Therefore, intuitive experiences and responsive support provide additional value beyond the data itself.

Our client services team ensures best-in-class support, from onboarding to day-to-day, across the entire market data product suite.

INTEREST RATE DERIVATIVES

FX & MONEY MARKETS

CREDIT & FIXED INCOME

EQUITIES

COMMODITIES & ENERGY

We adapt to our clients' preferred delivery channels, including vendor delivery, cloud platforms, direct feeds, and make sure that when there are questions or doubts, we respond quickly, understand the context and proactively work to prevent future occurrences.

Technology is fundamental to this approach. Automation, data-quality monitoring, AI and self-service tools can make it easier to monitor data, resolve common issues, obtain insights and complete tasks faster.

Customer service excellence must be measured. Response times and satisfaction scores are useful, but organisations should also consider retention, adoption, customer effort, issue recurrence, and the business outcomes customers achieve. These measures provide a broader view of whether the organisation is genuinely delivering value.

Finally, customer service excellence is ultimately about trust. Customers need confidence that their data is accurate, their provider is dependable, and their needs are understood. Organisations that combine high-quality data with seamless technology, responsive service, and a genuine customer-centric culture can build stronger relationships and create lasting value in an increasingly competitive market.



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