

Tell Me ONE CX STORY That Drove Real Business Impact

A challenge worth asking — and harder to answer than you'd think.

"Hmm..."

"Let me think..."

"I'll get back to you."

They never do.

 Only **8/100** CX leaders answered immediately

This Is Not a **Data** Problem

This is an **Action** Problem.

Organizations aren't drowning in a lack of customer feedback. They're drowning in feedback that goes nowhere. The gap between knowing and doing is where CX programs fail.



Back in 2017

Our Vision:
Make Feedback
Actionable.

Measurement Was Supposed to Be the Answer



NPS / CSAT



VOC Analytics



Dashboards & KPIs



Journey Mapping

But

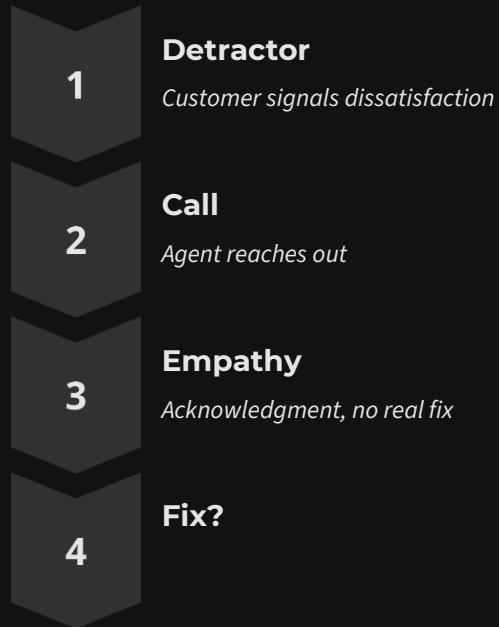
Same issues repeat month after month.

No prioritization of what matters most.

No ownership of action.

Everyone Has Heard This Before

Close the Feedback Loop



*Broken –
No Resources
No Priority
No Ownership*

Teams Don't Prioritize Pain

They prioritize business KPIs.

App Team

DAU / WAU / MAU — transaction volume

Customer Support

First call resolution, time to resolve

Branch

Conversion rates

Operations

Cost reduction



Have you ever uncovered a powerful CX insight, presented it with passion and it got turned down?

The Shift: From Measurement to Action

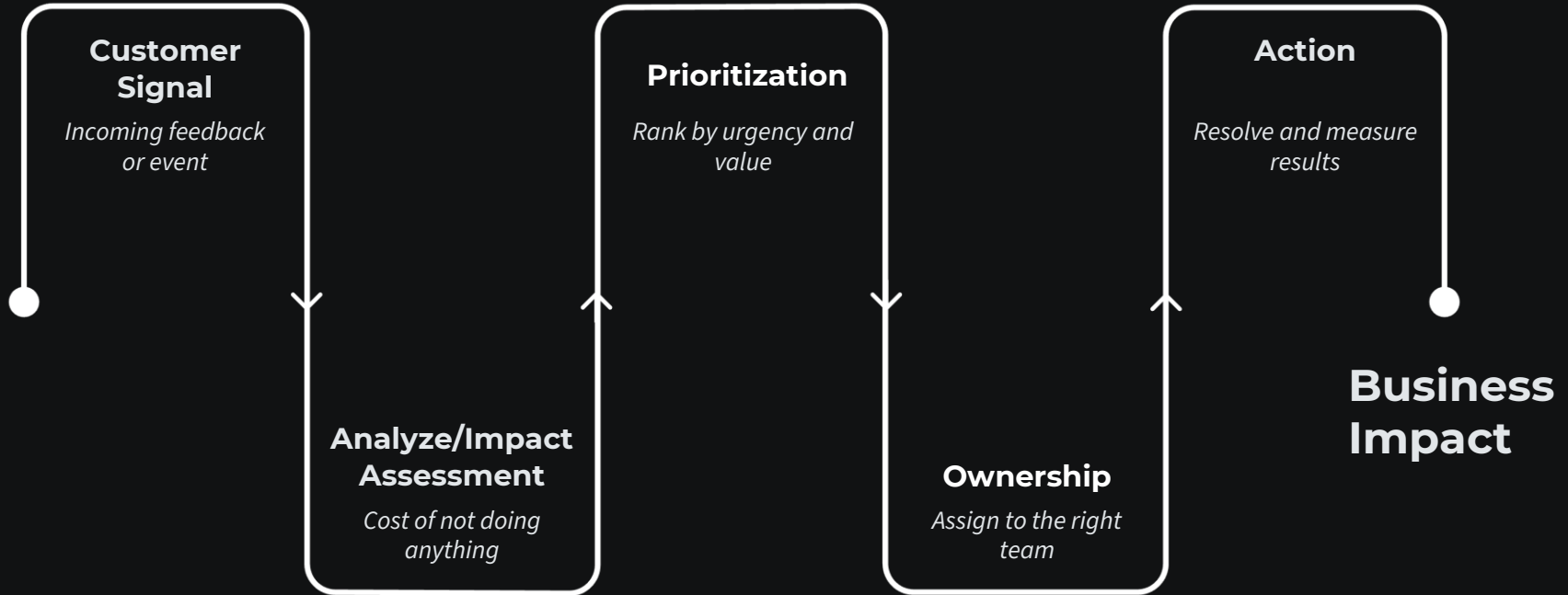
Where We Are

Reporting on the experience — collecting scores, generating dashboards, reviewing trends after the fact.

Where We Need To Be

Influencing business outcomes — turning every signal into a triggered action that protects revenue, reduces churn, and drives measurable results.

What If Feedback Could Trigger Action?



This is the shift — from passive listening to active response. Every customer signal becomes a catalyst: assessed for business impact, prioritized, routed to the right team, and resolved with a measurable outcome.

From Feedback to Operational Action

→ The Problem

- *Charging complaints took 4-5 days to fix*
- *Customers churned after just 3 months*
- *Silent revenue leak — never appeared in a dashboard*
- *No escalation path or ownership*

→ The Action Taken

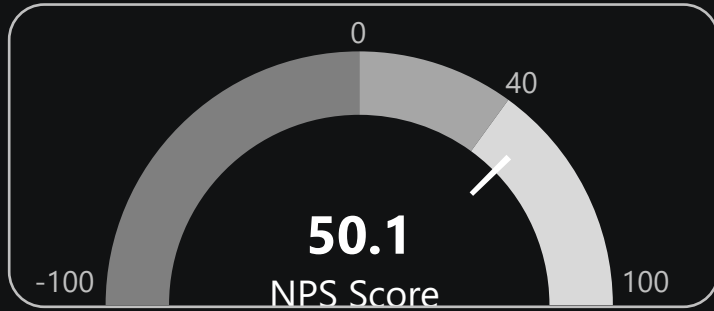
- *Feedback triggered a Severity 1 ticket automatically*
- *Routed directly to IT team*
- *Issue resolved same day the signal was received*
- *Churn risk eliminated before it compounded*

Revenue Protection

Faster Resolution

Churn Reduction

The Revenue You Never See



Visiting
The Branch

► But —

No Follow-Up

Interested customers slip away without a single touchpoint after their first interaction.

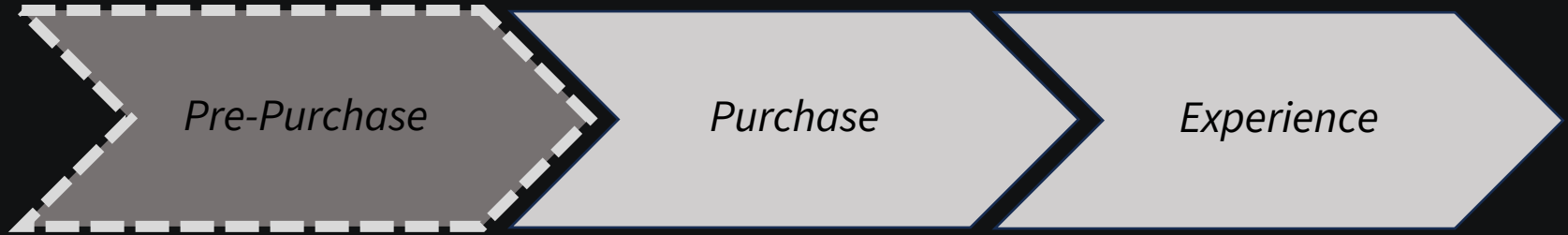
No Lead Capture

Signals of intent go unrecorded — and unacted upon — across every channel.

No Ownership

No team is accountable for converting or recovering the lost opportunity.

CX Starts Before Purchase





**Have you ever conducted a
Mystery Audit for your
Organization?**

Traditional CX

- *Post-purchase surveys*
- *Dashboards and reporting*
- *Insights generated weeks later*
- *No clear action owner*

Action CX

- *Pre-journey signal detection*
- *AI-driven prioritization*
- *Clear ownership assigned*
- *Execution tracked to outcome*

The difference isn't sophistication of data — it's the speed and accountability of what happens next.