

Understanding Today's Competitive CX Landscape

In today's competitive market, it is critical to understand how customers view your company, their experience interacting with you, both digitally and in person, and if they feel valued after the sale. All of these factors contribute to a customer's overall experience. Executives understand that customer experience (CX) must be one of their top focus areas to drive revenue growth and customer retention.

- **73%** of customers say that customer **experience is their number one consideration** when buying from a company (PWC)
- **Over 70%** of customer experience leaders **struggle to design projects** that boost loyalty and deliver results. (Gartner)
- **B2B decision makers** are **interacting with more than 10 channels** during their decision-making journey (McKinsey)

Executive teams, especially in mid-market, understand these realities but struggle with how to measure and improve their customers' experience. A qualified CX team requires expertise in data analytics, data science, consumer research, experience design, and an experienced CX leader. These resources aren't readily available in most B2B companies, and often, it is difficult to recruit, hire, and retain this specialized team for many companies. By going it alone, many mid-market firms pay up to 40x more per customer contact than their enterprise peers for their experience programs due to their lack of scale.

Many firms have either acquired or are considering investing in a CX solution such as Qualtrics, Medallia or InMoment to gain insight into their customer's journey. However, deploying these solutions and getting actionable data can be a formidable task. Research shows that over 70% of midmarket companies never act on the insights they obtain even for those who have been successful with the implementation. This leads to frustration, wasted resources, and a business that falls behind those who embrace and act on their CX findings. According to Qualtrics, businesses worldwide will lose \$3.7 trillion annually in customer churn caused by avoidable bad customer experiences. 64% of customers say they will leave a business, no matter how much they like the product, if the company has poor customer service (Forbes).

Enter VistaXM

At VistaXM, we help you reach your customer experience goals. We provide business outcomes with our turnkey CX-as-a-Service solution, enabling you to focus on what you do best: running your core business. Unlike traditional consulting approaches to CX improvement, VistaXM runs your CX program, uncovering the key insights that deliver the highest returns and business value. We empower clients to achieve transformative results through our proprietary playbook, advanced toolset, and proven methodologies honed through years of industry experience.

Our model delivers in three key areas:

- 1. Accelerate Conversion:** By delivering actionable data in as little as 90 days, we enable your business to gain insights and make impactful decisions fast, months to years sooner than trying to build in-house capabilities. This actionable data will help you target the critical moments in a customer's journey addressing areas of friction, optimizing touchpoints, and streamlining processes.
- 2. Increase Expansion:** By paying attention to the moments that matter, VistaXM helps firms build trust, satisfaction, and loyalty with your brand, allowing you to expand your relationship within the existing customer base. This ensures that your brand remains a trusted partner as customer needs grow, driving scalable revenue growth.
- 3. Decrease Churn:** Retaining your existing customers is one of the most impactful things you can do for your business. According to Frederick Reichheld (the creator of Net Promoter Score) of Bain & Company, a 5% reduction in churn can increase profits by 25% to 95%. By addressing pain points proactively, quickly resolving issues, and delivering constant value, Vista XM helps you strengthen your customer loyalty, increase customer lifetime value, and minimize the risk of losing valuable customers to competitors.

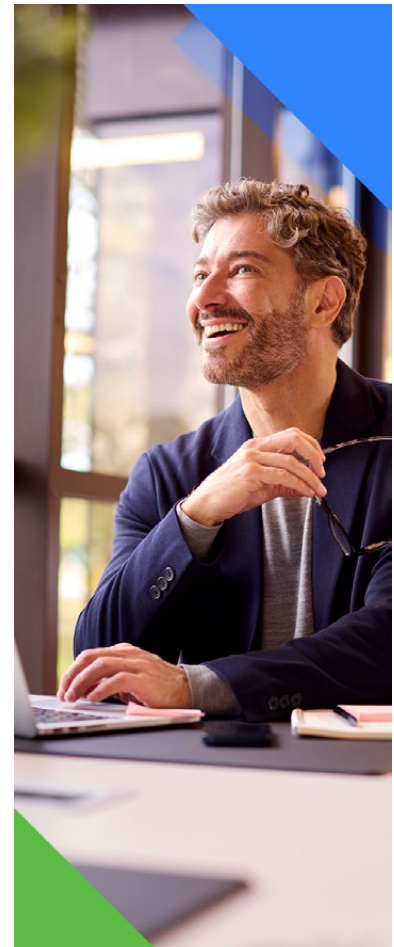
Customer experience requires real-time listening across the entire customer journey, ranking the business impact of the insights that are collected, and implementing the changes to realize value. An industry leading customer experience program will deliver the following areas of improvement:

- **Improve overall customer satisfaction**
- **Decrease customer effort**
- **Reduce the length of sales cycles**
- **Deliver more cross-sell/upsell opportunities to increase the value of existing customers**
- **Increase employee engagement**
- **Reduce churn**
- **Increase customer lifetime value**

By optimizing your customer listening strategies, formulating and asking the right questions, and efficiently analyzing the incoming data, we deliver data driven recommendations to your team for immediate results.

The Bottom Line

According to McKinsey, B2B companies with high levels of customer satisfaction are 1.5x more likely to outperform their competitors. The data is clear: businesses must excel at customer experience to differentiate themselves. Improving and optimizing a customer experience program will lower costs, accelerate organizational innovations, and target critical challenges to grow the business. At VistaXM, we understand the science of CX and how to deliver industry-leading CX programs. With our experience, knowledge, and processes, we will help you focus on the right areas to grow your business and develop loyal customers.



Take the Next Step

Want to learn more about how VistaXM can help you accelerate your CX program?

CONTACT US
sales@vistaxm.com

OR

VISIT OUR WEBSITE
www.vistaxm.com