

Harnessing Customer Experience for Transformative Value in Private Equity Portfolios

“The stock market has disproportionately rewarded CX-driven companies over the last 10 years, and PE investors and operating partners should regard CX as a potent, proven, value creation lever.” – Susanne Vanner, Ernst & Young LLP

Private equity firms have long been revered for their ability to transform the companies they acquire, quickly implementing changes and creating value that enables a quick and profitable exit. Traditionally, PE firms have relied on management changes, operational improvements, and capital investments. However, incorporating a Customer Experience (CX) program into the PE toolkit can further enhance due diligence processes and maximize returns on portfolio companies.

The past decade has seen the emergence of the Experience Economy, where the stock market has disproportionately rewarded CX-driven companies. According to Ernst & Young, companies that lead in CX have outperformed the broader market, and their stock prices have seen greater appreciation. Brands like Apple, Disney, Starbucks, and Delta Airlines command higher prices and foster customer loyalty through superior experiences. This trend extends to B2B organizations where stakeholders expect the same high-quality experiences they receive in their personal transactions. B2B companies that excel at CX can achieve similar rewards.

At VistaXM, we offer a CX as-a-service solution tailored for midmarket B2B companies. Our solution is built on a proprietary playbook derived from the best practices of CX leaders across various verticals. We deliver a Level 4 maturity program from day one, providing actionable insights in as little as 90 days. Our team helps prioritize these insights to identify the most impactful actions and collaborates with your team on the change management process to achieve desired business outcomes—all at a fraction of the cost of building an in-house team.

The VistaXM SIREN Process

- 1. Signals:** Implement listening at key customer journey points to intercept the proper signals.
- 2. Insights:** Identifying key areas for improvement and actionable insights.
- 3. Ranking:** Working with your team to prioritize which insights to promote into initiatives that will have the greatest business impact.
- 4. Execution:** Providing oversight and governance to ensure successful adoption.
- 5. Net Benefits:** Measure and report on the value created as a result of the implemented changes.

For PE firms, conducting a CX assessment during due diligence can reveal valuable insights into customer perceptions, journey challenges, and growth impediments. Post-acquisition, enhancing the CX rating can drive revenue growth by increasing the share of wallet from existing customers, accelerating new customer acquisition, enabling premium pricing, and reducing customer churn. These improvements, combined with your expertise in optimizing operations and management structures, can significantly boost exit prices and investor returns.

3:1

Rate that CX leaders outperform CX laggards

3.2%

Gain in top-line revenue for a 1-point increase in CSAT

16%

Pricing premium CX leaders can charge over CX laggards

Why Choose VistaXM?

- **Thought Leadership:** We are industry thought leaders with deep knowledge in CX management and solutions.
- **Rapid Implementation:** Our Level 4 maturity program delivers actionable insights in as little as 90 days.
- **Best Practices:** Our proprietary playbook is based on the best practices of industry CX leaders, we ensure effective and efficient CX improvements.
- **Cost-Effective:** Achieve high-impact results at a fraction of the cost of building an in-house team.
- **Expert Support:** Our team knows CX tools, stays abreast of industry changes, and guides you through prioritizing and managing changes for optimal outcomes.

Maximize Your Investment Returns with Superior CX

Investing in CX is not just about improving customer satisfaction; it's a strategic move to enhance financial performance and market positioning. By integrating CX programs into your PE strategy, you can uncover hidden growth opportunities, foster customer loyalty, and ultimately drive higher valuations and returns.



Ready to Transform Your Portfolio?

Contact VistaXM today to learn how our CX solutions can help you achieve superior returns on your investments.

CONTACT US
sales@vistaxm.com

VISIT OUR WEBSITE
www.vistaxm.com