

# Bringing Experience Management-as-a-Service to the Mid-Market

Understanding how customers view your company, their experience interacting with you, both digitally and in person, and how you treat them after the sale has never been more important. Executives understand that customer experience (CX) must be one of their top focus areas to drive revenue growth and customer retention.

- A 1-point improvement in CSAT results in 3.2% increase in top line revenue (HBR)
- 66% of consumers commit to never shopping with a brand following a bad experience. (Sitecore)
- Consumers will pay up to a 16% price premium for great customer experience. (PwC)
- CX drives over two-thirds of customer loyalty, more than 'brand' and 'price' combined. (Gartner)

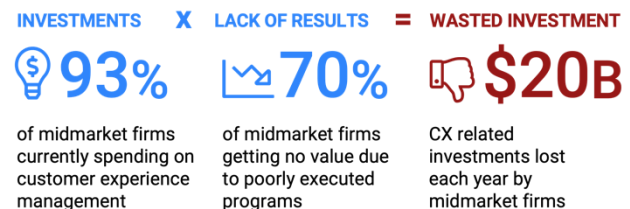
Those in the mid-market understand these realities but struggle with how to measure and improve their customer's experience. A quality CX team requires expertise in data analytics, data science, consumer research, experience design, and a qualified CX leader. These resources aren't readily available in most companies, are highly compensated, and it is difficult to recruit, hire, and retain this specialized team. And, by going it alone, many mid-market firms pay up to 40x more per customer contact than their enterprise peers for their Experience Programs.

Many of you have either acquired or are considering investing in a CX solution such as Qualtrics, Medallia or InMoment to gain insight into your customer's journey. However, deploying these solutions and getting actionable data can be a formidable task. Even for those who have been successful with the implementation, research has found that over 70% of companies never act on the insights they obtain. All of this leads to frustration, wasted resources, and a business that falls behind those who embrace and act on their CX findings.

Midmarket firms benefit by outsourcing their CX program to a qualified partner that accelerates improvements to the business in a more cost-effective manner. While many factors contribute to a company outsourcing its CX program, some of the most common ones include the following:

- **Company size:** Many mid-market companies find the cost of hiring and maintaining a CX team is a financial burden that is hard to justify. Even under the best circumstances, the initial investment required to achieve the desired results is significant.
- **Adoption of technology:** CX solution SW is complex and the science behind it is constantly evolving. Having a partner that is on top of those changes can be extremely beneficial.
- **Omnichannel service:** Having a partner that understands the various methods of customer interaction removes the need for additional team members in a DIY program.
- **Implementation:** The worst possible outcome is your team delivers valuable insights to transform the business and yet those changes are never implemented. A qualified partner will handle the change management issues to ensure that your business realizes the benefit of those insights.

## Many midmarket firms fail to realize a return on their customer experience related investments



## Enter VistaXM

VistaXM delivers the CX results you are seeking in a cost effective “as a service” model (CXaaS) enabling you to focus on running your core business. We utilize your currently deployed CX solution software or help you select a software platform so that our team of deployment and analytic experts can deliver meaningful data on the following 5 use cases:

- **Voice of the Customer:** We run your program, and ensure it follows all best practices and leading approaches. If you don't have a CX program today, we get it up and running delivering value, fast.
- **Digital Channel Improvement:** Your digital interactions are more important than ever, and we target listening to make sure customers can quickly navigate the sales journey.
- **Content Effectiveness:** The content you provide to your customers (user guides, training materials, whitepapers etc.) is critical to a great experience, we make sure it hits the mark.
- **Transactional Listening:** We use targeted listening identifying areas that fall below benchmarks to understand what is happening and how to improve. These areas could be sales, marketing, leasing, delivery, parts, or support.
- **Customer Health:** By synthesizing data across multiple listening posts, we provide an indicator of customer health, including propensity to buy or churn - highly valuable to sales and success teams to know where to focus their efforts.

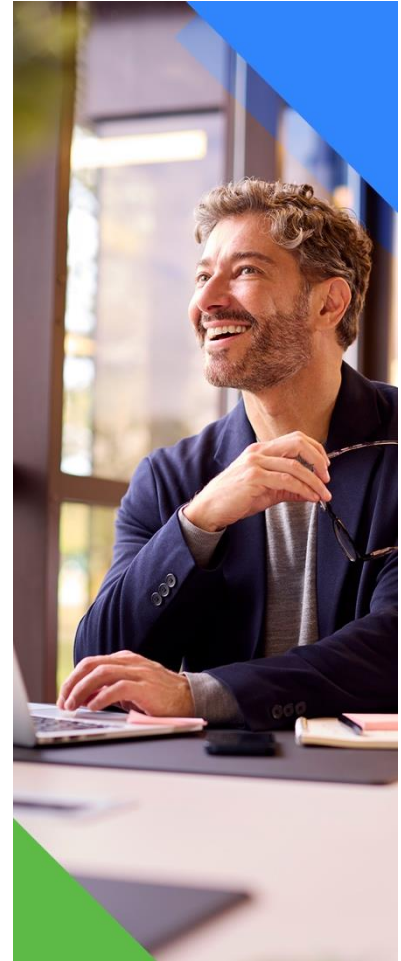
Our team can deliver actionable data within the first 90 days of engagement. By optimizing your customer listening, formulating the right questions, and efficiently analyzing the incoming data, we deliver the right recommendations to your team for immediate results.

Unlike the traditional consultant approach to CX improvement, VistaXM is laser focused on specific use cases where 20% of the experience insights deliver 80% of the business value. We bring a robust playbook, toolset, and methodology based on extensive industry experience to our customers. Our model delivers in 3 key areas:

1. **Reduced cost:** VistaXM's model is often delivered for less than the cost of a single qualified CX professional. Most midmarket firms require a minimum of 1.5 FTEs to build an effective CX program.
2. **Accelerate results:** By delivering actionable data in as little as 90 days, we are months to years faster than trying to build in-house capabilities.
3. **Grow the business:** Higher CX scores reduce your churn rate, improve word-of-mouth advertising, and accelerate new customer acquisition, all increase revenue and profits.

## Bottom Line

There is a staggering amount of data on how improving your CX scores delivers a significant return to the business. But with resources being limited, engaging a partner who can quickly deliver valuable CX insights without diverting focus from the core mission makes perfect sense.



## Take the Next Step

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

CONTACT US  
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or

VISIT OUR WEBSITE  
[www.vistaxm.com](http://www.vistaxm.com)