

The Experience Economy is Here.

Today, customers demand seamless, personalized interactions with businesses that go beyond the product's or service's functionality. Executives understand that Customer Experience (CX) must be one of their top priorities, as a strong CX program is vital to driving revenue growth, customer retention, and differentiation in a competitive environment.

The Value of Customer Centricity

\$3.7 Trillion at Risk Due to Poor Experiences

Customer sensitivity to poor experiences reaches an all-time high¹

140% Higher Spend

When customers have positive experiences with a brand²

5.4x Better Stock Performance

Of CX leaders vs. laggards over the last 15 years³

At VistaXM, we deliver the CX results that firms seek in a cost-effective, turnkey, as-a-service model. VistaXM focuses on helping you develop loyal customers to achieve business outcomes through implementing real-time listening at every stage of the customer journey. We provide our customers with a robust playbook and methodology based on extensive 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 months to years faster 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. As a result, your business can accelerate conversion increasing new customer acquisition.
- 2. Increase Expansion:** By paying attention to the moments that matter, VistaXM helps customers build trust, satisfaction, and loyalty with your brand. This allows you to expand your relationship within your existing customer base and ensures that your brand remains a trusted partner as customer needs grow, driving scalable revenue growth.
- 3. Decrease Churn:** By proactively addressing areas of concern and quickly resolving issues, VistaXM helps you strengthen customer loyalty, increase customer lifetime value, and minimize the risk of losing valuable customers to competitors. Companies with exceptional CX scores develop loyal customers that not only spend more but also require less resources which leads to higher margins.

VistaXM's proprietary playbook utilizes our SIREN™ methodology to collect the appropriate signals, identify insights for execution and track the implementation of the changes. Most importantly, we communicate the value delivered to the organization as a result of acting on your customers' feedback. Visibility of the entire program is provided by VistaXM's AI-enabled CXOps platform.



Whether you have an existing CX program or are considering starting one, VistaXM has an engagement model that will fit your company's needs. Our experts will quickly get your program running, deliver valuable customer insights, and help you make changes to deliver positive business outcomes. Schedule time with VistaXM today to discuss how we can help implement the CX program you've been seeking and turn your customers into your company's strongest advocates.

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1. [\\$3.7 Trillion of 2024 Global Sales are at Risk Due to Bad Customer Experiences | XM Institute](#)

2. [Maximizing Revenue Through Customer Experience](#)

3. [The Customer Experience ROI Study | Watermark Consulting](#)