A well-built VoC program enables organizations to anticipate what new customers are seeking in a brand and be ahead of the curve. For example, a major athletic company sought to capitalize on acquisitions by optimizing its surveys to find new types of customers.

**Customer Acquisition**

**PILLAR ONE:**

By targeting respondents between the ages of 18 and 35 with specific questions, the company was able to understand this demographic and expand to new cities and demographics. 70% of respondents requested callbacks. By combining this insight with customer lifetime value, the company was able to identify $23 million in recoverable revenue directly resulting from customer retention!

The practitioners who ran this initiative were able to prove its worth by tracking the new customer acquisition, increases in unique customers, and market share growth that it generated.

Organizations should never underestimate the power of service recovery.

**Customer Retention**

**PILLAR TWO:**

Truly customer-centric companies can easily reach and maintain these percentages. For example, America's largest cable and home internet provider leverages VoC technology in their regional customer care centers. Organizations can leverage CX listening tools to identify what about a brand spurs trust and loyalty from its customers and take action to make those offerings even stronger.

**Cross-Selling & Upselling**

**PILLAR THREE:**

Organizations can use CX feedback and employee feedback to both save money within operations and to simplify their provided experience. Are there ineffective processes that are costing more than they're worth? Eliminating such costs can save companies time, resources, and revenue.

A top-tier mattress retailer used CX tools to install an exit survey for departing employees, giving them a greater understanding of employee sentiment. After implementing the necessary changes to reduce turnover and new hire training costs, the company was able to establish a clear link between its CX strategy and the ROI it helped to generate.

Proving CX ROI doesn't have to feel like searching for a needle in a haystack. If you understand the four economic pillars and how they apply to your business, you can make a clear case for program value that everyone from the frontline to the top of the house will appreciate!

**Cost Reduction & Elimination**

**PILLAR FOUR:**

It's clear that the right CX program can drive value for your business, but are you able to trace your efforts directly to improvements to your bottom line? Build a case on these four pillars and you'll be able to attach a dollar amount to your program that every one (including your boss) will recognize!

In fact, organizations that lead in CX outperformed laggards on the S&P 500 index by: But at the same time, of companies measure ROI for customer experience. Only 14% of customers who have a situation resolved in their favor will return to a brand. Nearly 80% of customers who have a situation resolved in their favor will return to a brand. An increase in customer retention can grow a company's value by 30 percent.