Enterprise rigor,
right-sized for the mid-market.

PEXIVA PERSPECTIVE · CUSTOMER EXPERIENCE

Why customer experience is the *cheapest growth engine* you already own.

As acquisition costs rise, experience decides who buys, who stays, and who refers. Customer experience is no longer a support function — it is a revenue strategy that drives new leads, business continuity, and the kind of loyalty that compounds.

86%
of buyers will pay more for a better customer experience
PwC

25–95%
profit increase from just a 5% lift in customer retention
Bain & Company

41%
faster revenue growth at customer-obsessed organizations
Forrester

~$3T
in global sales at risk every year from poor experiences
Qualtrics XM Institute, 2025

52%
of consumers stopped buying from a brand after a bad experience
PwC, 2025

~40%
more revenue for companies that lead on personalization
McKinsey

01 Experience now decides the purchase

PwC's 2025 Customer Experience Survey found that 86% of buyers will pay more for a better experience, and that 65% consider a positive experience more influential than great advertising. Experience has moved to the front of the funnel: it shapes acquisition, not just satisfaction. For a growing business, that means CX is one of the most efficient lead-generation investments available — it raises willingness to pay and turns satisfied customers into a referral channel.

02 It is also the cheapest way to protect revenue

Retention economics are decisive. Bain & Company's classic finding still holds: a 5% increase in customer retention can lift profits by 25% to 95%, and CX leaders grow revenue 4–8% above their market. The downside is just as concrete — PwC found that 52% of consumers have stopped buying from a brand after a bad experience, and Qualtrics XM Institute estimates poor experiences put nearly $3 trillion in sales at risk globally each year, as roughly a third of customers cut spending after a negative interaction.

- **New leads** — higher willingness to pay and word-of-mouth from customers who feel well-served.
- **Business continuity** — retention compounds; keeping customers is far cheaper than replacing them.
- **Revenue protection** — every avoided bad experience is controllable revenue saved.
- **Referrals** — the growth channel competitors can't simply outspend.

> **Win the experience and you win three things at once: new leads, repeat business, and the referrals money can't buy.**

03 What good looks like now: connected, AI-assisted, measured

Customers expect continuity — the same context whether they call, chat, or email — and they increasingly meet AI on the first contact. McKinsey finds companies that lead on personalization generate around 40% more revenue from those activities, and that AI-assisted interactions can lift customer satisfaction by 10–20%. The winning pattern is a connected operating model on a cloud-native platform, with AI applied where it genuinely helps and measured against service KPIs — containment, first-contact resolution, handle time, and CSAT.

How PEXIVA approaches customer experience

- **Amazon Connect at the core** — connected voice and digital journeys with context that follows the customer.
- **AI agent assist done right** — self-service and summarization built on any major cloud platform with the right large language model for the task, vendor-neutral, governed and human-in-the-loop.
- **Scoped to a CX KPI** — cost-to-serve, containment, FCR, AHT, and CSAT defined before kickoff.
- **Senior-led and vendor-neutral** — the recommendation fits your environment, not a reseller quota.

Start with a 1-Hour Readiness Assessment

An expert-led organizational maturity assessment of your **platform, solutions & CX** — led by senior practitioners, scored against a clear model, with an action one-pager you keep whether or not we engage further.

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SOURCES

1. PwC, “2025 Customer Experience Survey” (willingness to pay; stopped buying after a bad experience; experience vs. advertising).
2. Bain & Company, customer retention and loyalty economics (5% retention → 25–95% profit; CX leaders 4–8% above market).
3. Forrester Research, customer-obsessed organizations and revenue growth.
4. McKinsey & Company, personalization and revenue; AI-assisted customer interactions and satisfaction.
5. Qualtrics XM Institute, global consumer study, 2025 (nearly $3 trillion in sales at risk from poor experiences; 20,001 consumers across 14 countries).

All figures are drawn from the named third-party research above and are current as of publication. PEXIVA Technologies cites these sources for context; they are directional, not guarantees of outcome.