Medallia

More Than Metrics:

How to Prove the ROI of CX

77%

CX isn't just about customer satisfaction — it's a business strategy that drives revenue, reduces costs, and fuels growth. Yet, securing buy-in from executives isn't always easy. They want hard numbers, not intuition.

The challenge? CX success isn't measured by a single metric. Too often, it's reduced to NPS or customer satisfaction scores — missing the bigger picture.

Companies that prioritize CX see measurable financial gains, from higher revenue and lower churn to reduced operational costs and greater efficiency.

Read on to discover the tangible ROI gains that Medallia customers have achieved through CX.

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1 Reduce Churn, Protect Revenue

CX isn't just about solving problems — it's about keeping customers from leaving in the first place.

An industry-leading hotel chain transformed a poor guest experience into long-term loyalty by proactively reaching out, apologizing, and offering a complimentary stay.

ROI IMPACT

Personalized recovery efforts led to a **30% increase in revenue from at-risk customers.**

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2 Increase Revenue from Existing Customers

Loyal customers don't just stick around — they spend more.

A leading apparel brand used CX insights to tailor offers for their most engaged customers. Within three months, these advocates spent 15% more per transaction and increased visits by 10-15%.

ROI IMPACT

Personalized engagement efforts generated an additional **$30.5M in revenue.**

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3 Lower Customer Acquisition Costs

Happy customers become your best (and cheapest) marketers.

By leveraging feedback and sentiment analysis, companies can turn great experiences into powerful referral engines — reducing reliance on expensive acquisition campaigns.

ROI IMPACT

CX improvements reduced abandoned cart rates by up to **57%**, recovering **$10.9M** in revenue.

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4 Reduce Costs by Improving Efficiency

CX isn't just about delivering great experiences — it's also about working smarter, not harder.

By optimizing workflows and streamlining customer service, a global e-commerce company boosted agent performance and reduced the need for 17.5 full-time hires, all while maintaining high service quality.

ROI IMPACT

$1.4M saved by improving agent performance — eliminating the need for **17.5** full-time hires.

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5 Optimize Contact Centers for Strategic Growth

Your contact center is more than a cost center — it's a goldmine of insights.

Businesses using real-time conversational intelligence identified key pain points, improved agent performance, and automated actions for better efficiency.

ROI IMPACT

Addressing repeat call issues **cut repeat calls by 5-7%, saving $2.4M annually.**

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6 Unify CX Efforts to Maximize ROI

Fragmented feedback leads to missed opportunities and lost revenue.

A unified CX strategy connects insights across voice, chat, and digital behavior— enabling businesses to take action in real time and maximize impact.

ROI IMPACT

Unified CX efforts resulted in **3X return on every dollar spent** by anticipating friction and acting faster.

Why Medallia?

Key ROI Findings from The Total Economic Impact™ Of Medallia Study from Forrester:

185%	**$60.5M**	**$10.5M**	**$15.2M**
ROI on CX investments over three years	in benefits from improved experiences	in additional revenue from digital experience improvements	saved through CX tool consolidation

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CX Is a Competitive Advantage — If You Make It One

CX isn't just about keeping customers happy. It's about driving growth, reducing costs, and strengthening your bottom line. Companies that embed CX into their core business strategy will stay competitive and thrive.

Want the full breakdown?

Get the complete findings from the 2025 Forrester Total Economic Impact™ Study of Medallia to see how leading organizations are turning CX into measurable business growth.

Download Full Study