

# Public note

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The boardroom loves numbers, which makes them an ideal starting point when making a business case for a CX program. In a global study we conducted among 10,000 CX professionals, my team found that CX leaders are 93 percent more profitable and enjoy 89 percent higher customer retention levels than their non-CX-savvy peers. CX leaders also tend to have a much higher NPS score. Numbers like these will catch your C-suite's attention.

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Found on How to Speak the C-Suite's Language When it Comes to Experience Programs – InMoment on 2022-10-19 19:10:14.

Tags: #c-suite #leadership #communication #persuasion #incentives