Proven Business Impact

This case study was selected in August 2026 by an independent panel of CXPA judges for recognition of its demonstration of the positive business impact created through a customer experience focus.

CXPA Proven Business Impact: Mercer Comptryx – Connecting Client Insight to Sustainable Growth

Company Overview

Mercer Comptryx is a workforce intelligence platform serving high-technology employers globally. Facing increasing competition and changing client expectations, Mercer undertook a strategic transformation focused on product relevance, client engagement, geographic expansion, and operational performance.

Business Challenge

Although Comptryx had achieved significant revenue growth between 2019 and 2024, recent performance indicators highlighted opportunities to further strengthen the business by enhancing its value proposition, deepening client engagement, and establishing a foundation for more sustainable growth.

Client feedback and operational reviews highlighted several strategic priorities:

- Expand product coverage to address emerging high-technology roles and evolving workforce models.
- Simplify onboarding and data submission to improve the client experience and accelerate time to value.
- Strengthen regional relevance and market presence across key geographies.
- Provide more proactive post-implementation support to help clients maximize value realization.
- Refine commercial packaging to position Comptryx more effectively alongside complementary Mercer solutions.

Mercer needed to improve product relevance and time to value while strengthening retention, geographic growth, deal value, and revenue performance.

Customer Experience Initiative: Product, Market, and Client Experience Transformation

During the second and third quarters of 2025, Mercer conducted product discovery focused on market demand, client needs, application analysis, and client interviews. The findings informed a new strategy designed to support ongoing operations while creating a more unified high-technology offering.

Beginning in the fourth quarter of 2025, Mercer translated the strategy into action. Sales, Product, Operations, and Customer Experience teams used client feedback to guide product enhancements, onboarding improvements, engagement programs, and commercial packaging decisions.

The organization expanded job coverage in areas such as artificial intelligence, machine learning, data science, data centers, semiconductors, and renewable energy. It also introduced in-application onboarding guidance, proactive account-health monitoring, personalized communications, modernized data-submission workflows, improved dashboards, and Mercer Data Connector.

Comptryx was bundled with complementary Mercer offerings to create a more integrated client experience. Regional localization and market-development efforts were also used to reduce adoption barriers and strengthen opportunity pipelines outside North America.

Proven Business Impact

Accelerated business and market growth

- Revenue returned 2% year-over-year growth in H1 2026.
- 2% growth in the number of participants and 19% growth in the number of clients included in Workforce Metrics. This growth indicates that the number of clients providing full census data is increasing, with a 7% year-over-year increase in share of total participants.
- Regional opportunity pipelines strengthened Asia (+62% YoY growth), Latin America (+12% YoY growth), Pacific (+63% YoY growth), IMEA (+14% YoY growth), Europe (+8% YoY growth)
- Greater localization and regional presence reduced adoption barriers and improved opportunity quality in growth markets

Improved retention and client engagement

- Client retention improved by 4%.
- Predictive alerts enabled teams to identify at-risk accounts and take targeted recovery action before renewal.

Improved adoption and time to value

- In-application guidance reduced clients' time to their first actionable insight.
- Client satisfaction with the data collection process improved; compared with the previous data collection model, 67% of clients rated ease of use as better or much better, and 66% rated time to complete as better or much better.

Increased commercial value

- Bundled solutions represented 62% of new deals, compared with 31% historically.
- Bundled opportunities generated 47% higher deal values than standalone sales.
- Cross-sell initiatives generated incremental revenue from existing clients.

Strengthened product relevance

- Broader coverage of emerging high-technology roles improved client confidence in the platform’s relevance.
- Modernized workflows, onboarding, and visualization capabilities reduced friction and supported a more integrated client experience.

Key Lessons

Mercer's experience demonstrates that client insight creates greater organizational value when it informs product decisions, onboarding, account management, market strategy, and commercial packaging together.

- Use discovery research to connect client needs with product and market strategy.
- Treat onboarding and time to value as drivers of retention and commercial performance.
- Use proactive health monitoring to address risk before renewal conversations begin.
- Align product, sales, operations, and CX teams around shared client and business outcomes.
- Measure client behavior alongside revenue, retention, growth, and deal value.

Core Business KPIs Impacted

Customer Retention; Cross-Sell Revenue; Net Promoter Score℠ (NPS); Customer Effort; Product Engagement; Time-to-Value; Renewal Rate; Revenue Growth; Geographic Expansion; and Average Revenue Per Client.