Proven CX Business Impact

This CX case study was selected in September 2025 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 CX Business Impact: Al Masaood Automobiles – Designing for Trust by Rewiring Culture, Systems, and Strategy Around the Customer

Company Overview

Al Masaood Automobiles (AMA), part of the diversified Al Masaood Group, is a leading automotive distributor in the Middle East. With over 1,000 employees and an annual revenue between $10–50 million USD, AMA operates in a highly competitive regional market, where brand loyalty and differentiated customer experience are key to sustaining growth.

Business Challenge

AMA recognized that evolving customer expectations and a saturated automotive market were rendering traditional differentiators—such as product and price—insufficient. However, the organization's CX efforts were hampered by:

- Fragmented customer feedback systems (e.g., separate surveys via Dealer Management System and call centers).
- Siloed departments with inconsistent customer insight sharing.
- Operationally focused teams with limited visibility into the emotional dimensions of customer experience.
- Absence of a unified CX framework or consistent accountability structure.

To remain competitive, AMA needed to shift from a product- and process-led approach to a dynamic, customer-centric model rooted in trust, empathy, and aligned action.

To learn more, and to submit your CX business impact case study, visit
https://cxpaglobal.org/cx-value/case-studies

CX Initiative: Falcon 2.0 Customer Centricity Strategy

As part of the broader Falcon 2.0 transformation strategy, AMA launched a four-year enterprise-wide initiative to embed customer centricity into the fabric of the organization.

Key components included:

- **Strategic Alignment:** Monthly board-level reviews of CX progress to maintain executive accountability.
- **Cultural Shift:** Created a practical CX Guidebook centered on the "4 Cs" (Courtesy, Convenience, Consistency, Credibility) and trained over 300 employees in CX and emotional intelligence.
- **Technology Integration:** Deployed Kanari's Voice of Customer platform, Freshworks CRM with AI chatbot, and a Customer Data Experience Platform (CDXP) for predictive churn modeling, hyper-personalization, and retention campaigns.
- **Customer Involvement:** Engaged customers through focus groups and mystery shopping to inform redesign of services and enhance cross-functional collaboration.

Proven Business Impact

- **31%** increase in Customer Lifetime Value over 3 years.
- **54% reduction** in negative Google reviews (2023–2025).
- **437% decrease** in customer complaints.
- **22% YoY increase** in digital engagement.
- **40% of routine inquiries** handled by the 24/7 AI chatbot.

CDXP enabled predictive churn modeling and targeted upsell campaigns, improving revenue uplift and retention.

Operational efficiencies gained through digitized lead management and real-time customer sentiment analysis.

Core Business KPIs Impacted

- Customer Lifetime Value (CLTV)
- Revenue per Returning Customer
- Operational Cost per Interaction
- Lead Conversion Rate
- Complaint Resolution Time
- Digital Channel Engagement