



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: Ingram Micro — Driving Business Growth and Customer Loyalty Through a Closed Loop System

Company Overview

Ingram Micro is a leading technology company for the global information technology ecosystem. With the ability to reach nearly 90% of the global population, they play a vital role in the worldwide IT sales channel, bringing products and services from technology manufacturers and cloud providers to a highly diversified base of business-to-business technology experts. Their digital platform, Ingram Micro Xvantage™, supports the delivery and management of these solutions across the ecosystem.

Business Challenge

Customer feedback collection and closed-loop processes were fragmented across regions and departments, with each country using different tools and methodologies. This lack of consistency limited accountability, slowed response times, and made it difficult to measure the impact of CX on business outcomes. Leadership struggled to see a clear connection between closing the loop and improvements in satisfaction, engagement, or revenue.

CX Initiative: Standardized Closed-Loop Feedback System

In 2023, Ingram Micro implemented a unified, closed-loop system within its digital platform. Executed in three phases (Discovery & Design, Build & Pilot, Rollout & Change Management), the initiative created a scalable model for capturing, acting on, and tracking customer feedback.

Key elements included:

Integrated CX Insights Workspace: A dedicated feedback tab allowing associates to capture and resolve issues in real time.

VoC Dashboards: Provided Sales Managers with visibility into feedback resolution and its direct impact on revenue and engagement.

Proactive Customer Outreach: Direct follow-ups on critical feedback (≤ 3 satisfaction scores).

Agile Implementation: 3-month PI planning cycles, rapid iteration, and gamification for adoption.

Cross-Functional Alignment: Sales, Support, Engineering, and Product teams jointly accountable for feedback resolution

Proven Business Impact

- **Revenue Growth:** Customers whose critical feedback was resolved showed a **200% increase in revenue** compared to those with unresolved issues.
- **Customer Loyalty:** CSAT improved by **9%** in accounts using closed-loop feedback.
- **Operational Efficiency:** Support queries decreased by **12%**, and resolution time improved by **18%**.
- **Customer Engagement:** Active sessions on the platform increased by **15%**, reflecting stronger adoption and retention

Core Business KPIs Impacted

- Revenue Growth per Account
- Churn Rate
- Customer Satisfaction (CSAT)
- Support Ticket Volume & Resolution Time
- Digital Engagement Metrics (Cart-to-Checkout Conversion, Active Sessions)

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