CXPA | Customer Experience Professionals Association™

Proven CX Business Impact

This CX case study was selected in September 2024 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: LexisNexis Customer Boost – Maximizing Legal Industry Success in a Rapidly Evolving Environment

Company Overview

LexisNexis® Legal & Professional provides legal, regulatory, and business information and analytics that help customers increase their productivity, improve decision-making, achieve better outcomes, and advance the rule of law around the world. As a digital pioneer, the company was the first to bring legal and business information online with its Lexis® and Nexis® services. LexisNexis Legal & Professional, which serves customers in more than 150 countries with 11,800 employees worldwide, is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers.

Business Challenge

In a fast-evolving legal industry, LexisNexis faced the challenge of making it easier for customers to quickly access and add relevant products and services to their accounts. Additionally, they recognized that increased focus on building rapport and understanding full customer needs during support interactions could result in increased customer awareness of product offerings and opportunity identification. By aligning support teams with a consultative sales approach, LexisNexis would be able to better meet customer needs and maximize business outcomes.

CX Initiative: Customer Boost Program

LexisNexis launched the **Customer Boost Program**, designed to connect customers with the right solutions during support interactions. The program equipped customer support

teams with consultative selling techniques, enabling them to identify and address customer needs while generating leads during service engagements.

Key components of the initiative included:

- **Consultative Selling Training**: Customer support agents were trained to ask probing questions and identify opportunities for product upsells.
- **Cross-Functional Collaboration**: Teams from sales, support, and marketing worked closely to ensure alignment and optimize lead generation.
- **Agile Experimentation and Scaling**: After a successful pilot phase in 2022, the program was scaled globally in 2023, reaching maturity by 2024.

Proven Business Impact

The Customer Boost Program delivered strong business results:

- Increased **Net POS** contribution delivered through the Customer Operations team 400% from 2022 to 2024, with continuing growth.
- Over **10,000 leads generated annually** during customer support interactions.
- **Customer Satisfaction (CSAT)** increased 2 percentile points from baseline as the initiative was scaled globally.

Core Business KPIs Impacted

- Lead Generation
- Net POS (Net Point of Sale)
- Customer Support Ticket Volume
- Customer Satisfaction (CSAT)