



## 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: Softchoice Responsiveness Initiative

#### Company Overview

Softchoice is a software and cloud focused IT solutions provider that equips organizations to be agile, innovative, and people to be engaged, connected, and creative at work. Learn more at <https://www.softchoice.com/about-softchoice>.

#### Business Challenge

In 2020, Softchoice identified a key pain point among its customers: a lack of proactive communication and responsiveness during customer interactions. This issue led to lower customer satisfaction, negatively impacting their Net Promoter Score (NPS) and business results, including customer retention.

#### CX Initiative: The Responsiveness Initiative

The **Responsiveness Initiative** was launched in 2021 as part of a company-wide effort to enhance customer satisfaction and differentiate Softchoice from its competitors. The focus was on improving the speed and quality of responses to customer inquiries and requests, backed by data analysis showing a strong correlation between responsiveness and NPS performance.

Key components of the initiative included:

- **Training and Best Practices:** Interviews with top-performing sales teams helped identify and document best practices for proactive communication, which were then rolled out across all teams.

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- **CX Governance Council:** Senior leadership support was secured through the CX Governance Council, which helped align cross-functional teams and break down process barriers.
- **Performance Dashboards:** Real-time performance metrics were made available to teams via Power BI, ensuring ongoing accountability for responsiveness.

### Proven Business Impact

The initiative delivered significant improvements:

- **Customer churn reduced by 4.1%**, leading to significant retention gains.
- **Opportunity win rates increased by 10.4%** among teams adopting best practices. The initiative also led to a projected **\$8.4M cash flow benefit**, driven by reduced churn and higher opportunity win rates.
- **Customer satisfaction with responsiveness** increased from **84% (2021) to 91% (2024)**.
- **NPS improved by 7.5 points** (2021-2024).

### Core Business KPIs Impacted

- Customer Retention
- Opportunity Win Rate
- NPS