



Tell Your Story: Crafting a Compelling CX Case Study for CXPA's Proven Business Impact recognition

CXPA invites submissions for the Proven Business Impact (PBI) case study program, highlighting CX initiatives that demonstrate clear operational and financial impact. This template mirrors the official submission form and is designed to help you present your work in a structured, compelling, and professional format.

Use this document to organize your narrative, ensuring your case study clearly connects CX efforts to meaningful business outcomes. Once finalized, submit your case study through [the CXPA portal](#).

If your case study is selected for PBI recognition, the case study organization will have the opportunity to review and approve the public-facing summary we intend to share. Only organizations that agree to some level of public visibility and discussion of their initiative are eligible for PBI recognition.

Submissions will be reviewed by an international panel of your peers. The case studies will be evaluated based on the following criteria:

- Clarity and completeness of the case study
- Demonstration of measurable business impact
- Alignment of CX initiatives with organizational goals and objectives

To protect the confidentiality of the process and information provided, each judge will sign a confidentiality and Non-Disclosure Agreement (NDA).

Should you have any questions, please contact info@cxpaglobal.org for support.

Section 1: About You

- Name:
- Your email address:
- Case study company name:
- Your role in the case study:
 - CX practitioner within the case study company
 - External CX consultant for the case study company
 - Provider of CX technology or services

Section 2: About the company

- Industry:
- Number of employees:
- Annual revenue:
- Region(s) in which the company operates:

Section 3: Case study details

Note: Supporting documents may be attached but should supplement—not replace—responses to the questions below.

- Case study title:
- Describe the key challenge(s) your company faced that led to the implementation of the CX initiative.
- Outline the primary goals you aimed to achieve with this initiative. What were the specific desired business outcomes?
- Describe the initiative in detail including duration, key activities, how you secured buy-in, leadership or cross-functional collaboration, change management approach, and the role of technology in driving success.
- Which core business KPIs were tracked?
- Which customer sentiment metric(s) were tracked?
- Please provide the results of the business KPIs before and after the initiative.
- Summarize the most important outcomes and insights from your initiative, discussing any obstacles faced and how they were overcome. Offer any practical advice for other CX professionals looking to implement similar initiatives.