Every Interaction Matters

Turning CX into Sustainable Growth

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1 Introduction

Customer experience (CX) is no longer a bonus, it's a business imperative. In today's saturated, digital-first world, customers expect fast, frictionless, and empathetic service. Yet many organizations face a paradox: they're investing more in CX, but customers aren't seeing the difference.

While 71% of companies plan to increase CX tech spend by 2025, satisfaction levels have declined since 2020. More investment isn't automatically delivering value.

Expectations are higher than ever: over half of consumers will switch brands after one bad experience, and most won't give a second chance. In this environment, even small service gaps can lead to churn. [1]

In addition, there is a priority gap: **88% of customers say that the experience matters as much as the product or service,** elevating CX to the realm of strategy (not just operation). [2]

El objetivo de este documento es poder tomar decisiones informadas sobre la hoja de ruta en CX, con datos y un marco práctico para pasar del esfuerzo disperso a la ejecución con impacto.

The real challenge? A disconnect between what's being implemented and what customers truly expect: disconnected channels, automation without insights, and metrics that don't link to business value. The result: fragmented experiences that erode trust.

This white paper offers a practical framework to help organizations make smarter CX decisions, transforming scattered efforts into strategic, measurable impact.

[1] **Zendesk.** Customer Experience Statistics 2025
[2] **Salesforce** research

The Challenge: Why CX Still Falls Short

Despite rising investments in platforms and tools, many customers report no meaningful improvement in their experience. This creates a dangerous gap: companies are spending, but not building loyalty.

The issue isn't about more channels or AI for the sake of it. It's about delivering integrated, consistent experiences that support business goals.

* 60% of customers say one bad digital interaction is enough to abandon a brand (Zendesk). [3]

* 88% say experience matters as much as product or price (Salesforce). [4]

Yet many organizations still rely on outdated operational KPIs that miss the mark on customer perception and revenue impact.

[3] **Zendesk.** Customer Experience Statistics 2025
[4] **Salesforce.** Customer Service Statistics 2025.

Common Symptoms & Business Risks

Symptom	What It Looks Like	Business Risk
Disconnected Channels	Customers repeat themselves	Higher churn, frustration
Automation Without Insight	Chatbots miss the mark	Poor resolution, wasted investment
Misaligned Metrics	Focus on volume, not value	Missed revenue opportunities.
Siloed Data	No visibility across teams	Inconsistent experiences
Lack of personalization	Generic responses	Lower conversion and engagement

CX isn't optional. It's a growth engine.

Companies that fail to align their strategies to real customer expectations will see their retention, CLV, and ability to grow impacted.

64% of consumers say experience matters more than price.

- CX leaders outperform competitors 80% of the time. [5]
- In sectors like banking and healthcare, 66% expect human-first service. [6]

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[5] **SuperOffice.** Customer Experience Statistics 2025.
[6] **Zendesk.** Customer Experience Statistics 2025.

3 The Solution: A Consultative Model for CX

Solving CX challenges means rethinking the experience from the outside in, starting with the customer, not the tools. A consultative approach focuses on diagnosing, redesigning, integrating, executing, and continuously measuring.

4 Pillars of Consultative CX :

1. Deep Diagnosis

- Gather customer voice (surveys, interviews, CRM data). Review internal workflows and metrics.

Identify perception gaps: e.g., companies claim 76% FCR; customers say 40%. [7]

2. Customer Journey Redesign

93% of customers repeat with brands that offer **excellent service** [8]

- Map every touchpoint.
- Identify “moments of truth.”
- Design experiences aligned with business goals: retention, cross-sell, churn reduction.

3. Purposeful Tech Integration

- Use AI, automation, analytics based on real needs.
- By 2026, 75% of AI adopters will cut service costs by up to 30% (Gartner). [9]

Example: AI that routes urgent cases to specialists improves speed and satisfaction.

4. Integrated omnichannel execution

- Connect voice, chat, email, social, apps.
- Ensure customers don’t repeat themselves across channels.
- Integrated CX = 91% higher retention (Forrester). [10]

[7] **LS Retail.** Customer Experience Statistics Retailers Cannot Afford to Ignore
[8] **HubSpot.** Customer Experience Trends 2025.
[9] **Gartner.** Press Release: Future of AI in Customer Service.
[10] **Forrester.** The State of Omnichannel CX 2024

What Sets Great CX Consulting Apart?

- Metrics tied to business outcomes (NPS, CSAT, FCR → CLV, revenue).
- AI that augments people, not replaces them.
- Continuous improvement loops—not one-and-done projects.

4 5 Steps to Put It Into Practice

Successful CX consulting aligns people, processes, and technology with strategy. Here's how to activate it:

Diagnosis

- Analyze KPIs: NPS, CSAT, FCR, TMO, cost per contact.
- Gather feedback from both customers and employees.
- Map journey friction points.

Redesign

- Prioritize emotional and financial impact moments.
- Build for personalization and first-contact resolution.

Tech Enablement

- Select tools based on need, not trend.
- Integrate data across systems to eliminate silos.

Team Training

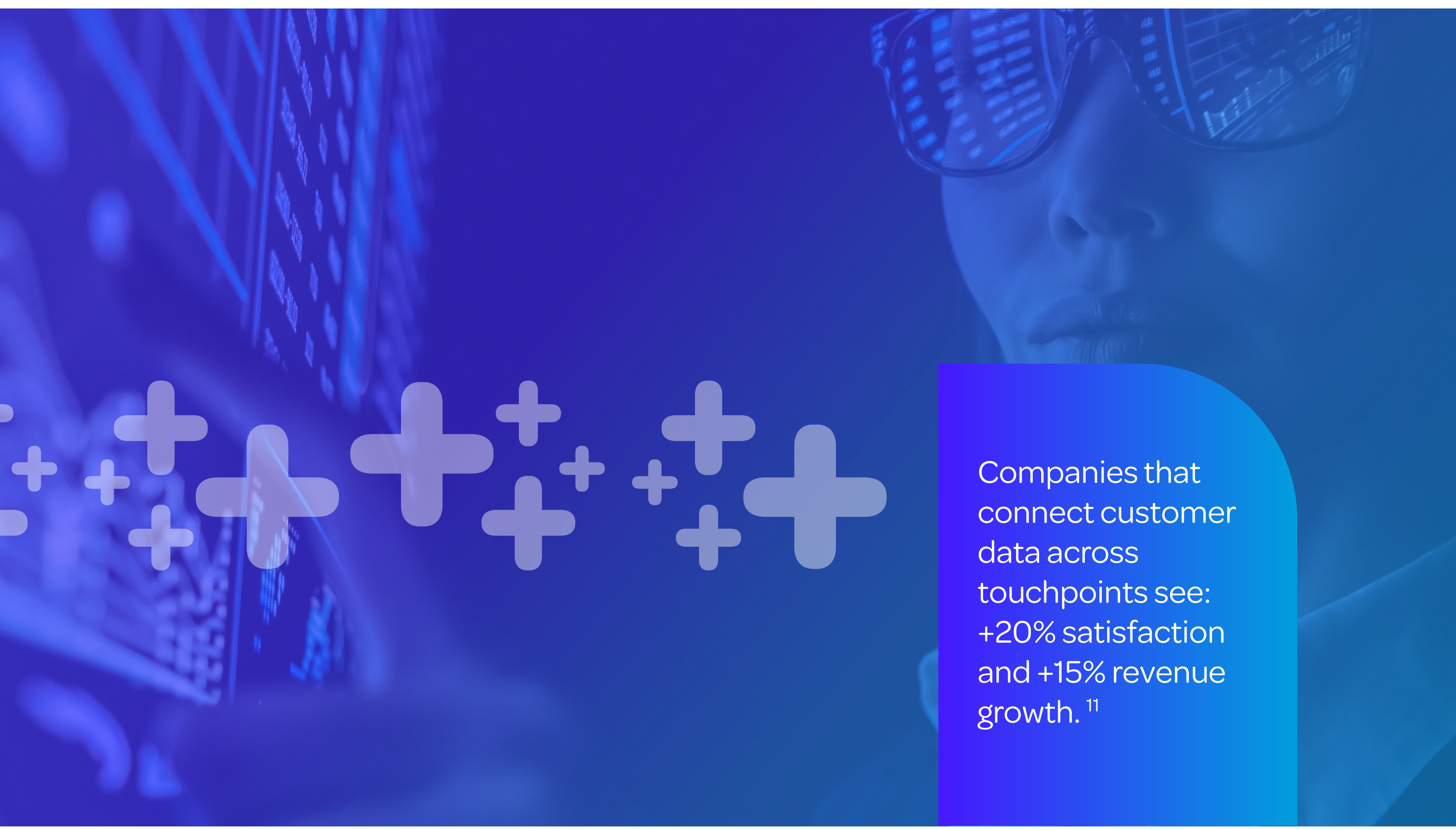
- Upskill in soft and technical areas.
- Ensure agents use tools to enhance both productivity and CX.

Measure & Optimize

- Build dashboards connecting CX and business KPIs.
- Set quarterly reviews to adjust and grow.

5 Pitfalls to Avoid

- Deploying tech without a CX diagnosis.
- Measuring only internal KPIs.
- Ignoring customer voice in redesign.
- Skipping agent training.
- Treating CX as a one-off initiative.



Companies that connect customer data across touchpoints see: +20% satisfaction and +15% revenue growth. [11]

[11] **McKinsey & Company.** The Three Building Blocks of Customer Experience Analytics.

6 Expected results

A well-executed customer experience consultancy must deliver measurable results in both traditional CX KPIs and business value indicators, this **is what differentiates a tactical improvement from a strategic transformation.**

Key metrics and their impact on the business

Indicator	Definition	Impact	Improvement Benchmark
NPS (Net Promoter Score)	Likelihood of recommending the brand	+ loyalty, + revenue per customer	+1 NPS point = +2.5% revenue [1]
CSAT (Customer Satisfaction)	Satisfaction after interaction	Reduce churn, increase repeat purchases	+5% CSAT = -3% quit [2]
FCR (First Contact Resolution)	Cases solved on first contact	Higher efficiency, higher CLV	+10% FCR = +6% CLV [3]
TMO (Average Operating Time)	Average time to resolve	Cost savings and better experience	-15% AOGR = +12% productivity [4]
Cost per interaction	Average cost of serving a customer	Improved efficiency without losing quality	Reduction 20–30% with built-in AI [5]

References

[1] Bain & Company. The Economics of Loyalty.
[2] Zendesk. Customer Experience Statistics 2025.
[3] Forrester. The State of Omnichannel CX 2024.
[4] McKinsey & Company. Three Building Blocks of Customer Experience.
[5] Gartner. Future of AI in Customer Service.

7 CX Consulting in Action: Industry Examples

Beyond metrics and projections, the real cases clearly show how a well-executed CX consultancy can transform the operation and business results.

The following examples, inspired by different industries, illustrate the impact that can be achieved by integrating diagnostics, redesign, technology, and continuous measurement into the customer experience.

Retail

Action: Journey Redesign + AI for Case Classification.
Result: NPS jumps from 32 to 44, outperforming sector benchmarks. [12]

Banking

Actions: Integrated channel strategy + CX-driven growth.
Result: Satisfied customers are 6x more loyal; TSR increases. [13]

Healthcare

Actions: Omnichannel deployment + empathy-focused training.
Result: CSAT rose from 78% to 91%; complaints down 23%. [14]

[12] **CustomerGauge,** Guide to NPS in Retail and 47 NPS Benchmarks for Retail in 2025.
[13] **McKinsey & Company,** Five ways to drive experience-led growth in banking.
[14] **Zendesk,** CX Trends 2025.

8 Before vs After CX Consulting

In the following table you will see how a consultative action transforms a key aspect of CX, from internal operation to customer retention.

Aspect	Before consulting	After Consulting
Channels	Fragmented, they do not share data	Integrated, seamless experience
Technology	Siloed tools, no integration	AI + CRM + Analytics in a Unified Ecosystem
Metric	Operational only	CX KPIs connected to CLV, sales, and retention
Attention	Reactive, focused on solving	Proactive, anticipates needs
Retention	Downturn, customer churn	+10 to 15 points in loyalty and retention

9 Conclusion

Customer experience is no longer a side function. It’s a core driver of growth, loyalty, and

Organizations that align strategy, technology, and people around the customer don’t just deliver better service, they create measurable business value.

The issue isn’t lack of investment. It’s lack of alignment.

The solution: a consultative CX model that continuously observes, redesigns, integrates, and measures.

With a clear roadmap and business-aligned metrics, CX becomes a long-term growth strategy.

Atento offers a proven model that blends strategic consulting, intelligent technology, operational execution, and measurable impact.

Learn how we can help your organization turn every interaction into lasting value.

More information in https://atento.com/es/consultoria-cx