

CX Effect on Company Revenue

The Client Challenge

Our client, with a diversified portfolio across markets, wanted information on how Customer experience and NPS leadership affect company revenue.

The GemSeek Approach

GemSeek’s statistical model combined data from a customer experience survey based on NPS as well as revenue figures and forecasts provided by the client. Using Regression analyses, Hypothesis testing and ANOVA, we were able to estimate the potential revenue gain from being the NPS leader in a market.

The Deliverables

We presented a comprehensive report, showing the potential revenue gain split by country and by product category. Based on our estimations, the client was able to prioritize investments in a number of projects across their markets.

