The Experience Economy

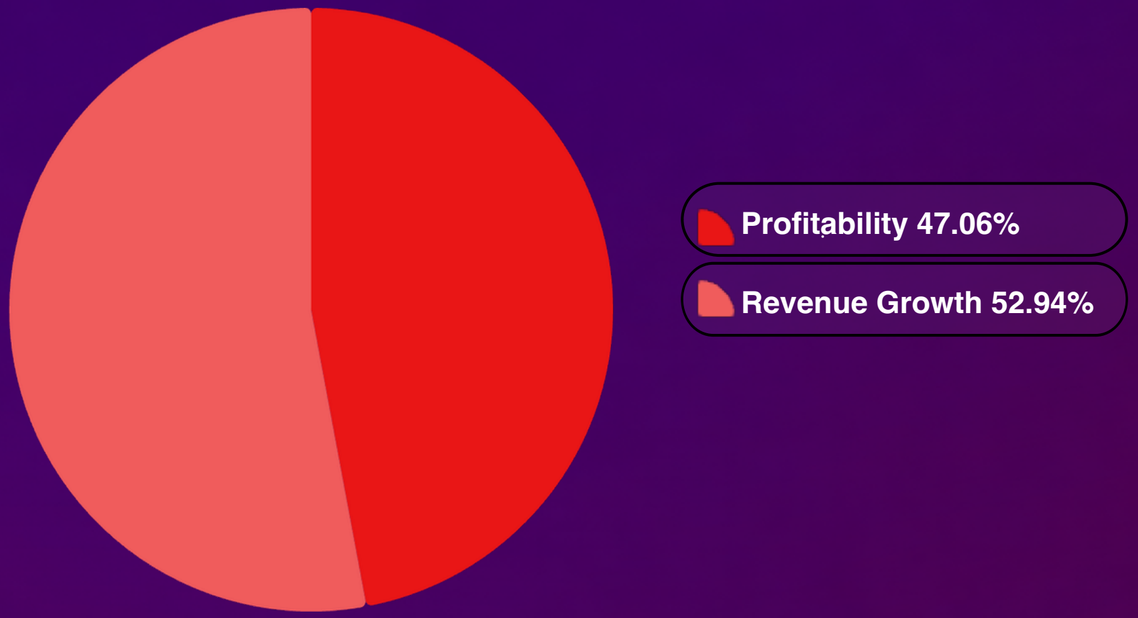
Products can be copied.

Prices can be undercut.

Experiences are inimitable.

80% of customers say experience is as important as products.
- Salesforce

CX Is Not a Cost Centre. It's a Growth Engine.



The Evidence

- 84% of companies improving CX report revenue growth
- Retention compounds profit over time
- Loyalty drives long-term valuation
- Customer lifetime value increases exponentially

Profit lift from 5% retention increase: +25–95%

High CX = High ROI.

$3.7 Trillion Risk

Bad CX is the silent killer of market share.

$3.7T

Global Sales at Risk

Annually due to poor experiences Qualtrics

32%

Walk Away After One Bad Experience

Customers abandon brands instantly

12

Positive Experiences Required

To repair one negative interaction

Meet the Architects of Trust:

A CX Professional



Hyper-Personalisation & The AI Frontier



AI-Augmented Empathy

77% of CRM leaders expect AI to handle most resolutions



Segments of One

80% of consumers are more likely to buy with personalisation



Proactive Intelligence

Predict issues before customers notice them

Tomorrow's CX is invisible, proactive, and deeply personal.

CX Excellence in Action

Company	Strategy	Outcome
Starbucks	Rewards + Mobile Integration	44% revenue from Rewards members
Zappos	Culture-First Service	75% repeat purchases
Lenovo	Omnichannel Consistency	Increased Lifetime Value

Excellence is a system, not a slogan.

From Transactional to Transformational

People will never forget how you made them feel.

-Maya Angelou



Invest in the Journey
Every touchpoint matters



Empower the Professional
Give CX teams real authority



Own the Experience
Make it everyone's responsibility

CX is strategy. Not support.

THANK YOU!