



Quantifying CX:

How Customer Experience Solutions Deliver ROI



Table Of Contents

Executive Summary	01
What makes a good CX architecture?	02
A CX Tech Stack For The Ages	04
<ul style="list-style-type: none">• Contact Routing and Interactions• Process Orchestration• Knowledge and Insights• Resource Management	
ROI: Turning CX Investments Into Tangible Returns	10

Executive Summary

For years, Customer Experience (CX) has been relegated to the status of a cost center—a function perceived to consume resources without delivering measurable returns. This view has led to limited investments in CX, both in terms of technological enhancements and in expanding the workforce to manage customer inquiries and support activities.

The focus of many organizations remains on marketing and sales, often overlooking the critical fact that after customer acquisition, the real challenge is keeping those customers engaged and satisfied. Neglecting CX investments often results in diminished support quality, leading to increased customer churn and, ultimately, revenue loss.

However, the solution to closing these CX gaps is clear: a robust, AI-driven platform designed to meet the specific needs of your industry.

The question remains: How do you convey the value of this solution to your leadership?

More importantly, how do you demonstrate that such a solution not only elevates customer satisfaction but also delivers a significant return on investment (ROI)?

This whitepaper addresses these concerns, offering a comprehensive look at how an AI-powered CX platform can transform your support function into a cost-effective, value-generating asset.

Read on to discover how your CX investments can drive long-term business success.

What makes a good CX architecture?

A good CX architecture is built with 3 key factors in mind - understanding the customer, creating a winning customer experience strategy, and fostering a customer-centric culture.



Understanding the customer

Build a robust customer engagement, feedback, and research pipeline that gives you reliable customer expectations and sentiment data.

New CX initiatives should ideally align with the above research to ensure maximum impact.

Create a customer experience strategy

An ideal CX strategy begins by analyzing customer journeys across different personas, setting objectives & metrics to determine success, and implementing technology to enable customers and empower service agents.



Foster a customer-centric culture

Justify the investment in CX by building world-class CX capabilities, inspiring employees to imbibe a customer-first mindset, and enabling customer-centric behavior among agents et al.

Addressing Point 3, there can arise some friction between business leaders and technology leaders, on the approach to implementing a CX tech stack.

Technology leaders (CIOs) aim to consolidate the platform and reduce IT estate for cost efficiency. Business leaders (Chief Customer Officers, CROs) prioritize customer experience (CX) without as much focus on cost.

Over the past year, business leaders have gained more decision-making authority compared to technology leaders. Previously, the cost of serving was a key KPI, whereas now, metrics like First Call Resolution and Average Handling Time are deemed more important.



A CX Tech Stack For The Ages

To ensure your 3-step plan to transform your CX is faithfully executed, you require a robust CX Tech Stack, capable of handling operational tasks, and providing you business intelligence to inform product & marketing strategies, and continue to keep customers happy.

Here's a model of a typical high-functioning tech stack, as described by Gartner.

Customer Service Platform			
Contact Routing and Interactions		Process Orchestration	
Intelligent Voice Routing and Queueing	Channels and Channel-less Digital Interaction	Case Management/ Problem Resolution	Workflow Management
Digital and Voice Interaction Design	LC/NC Administration	Unified User Experience /Single Pane of Glass	Real-Time Continuous Intelligence
Virtual Customer Assistant	Dashboard and Reporting ^a	Customer Journey Orchestration	
Knowledge and Insights		Resource Management	
Optimized Search and Guided Assistance	Voice of the Customer ^b	Scheduling and Forecasting Management	Intelligent Assistance and Task Management
Insight Engine ^b	Content Life Cycle Management ^b	Quality Management and Improvement	Performance Management
Customer Service Analytics	Customer Journey Analytics ^b	Recruitment and Onboarding	Voice of the Employee ^b

Source: Gartner

^a Inherited from BI/Analytics

^b Inherited from Cross-CX

767572_C



This model can be divided into 4 functional blocks -

1. Contact Routing and Interactions:

Components:

Intelligent Voice Routing and Queueing: AI-driven systems for handling voice interactions, routing calls to the right agents or systems based on customer needs.

Digital and Voice Interaction Design: Designing omnichannel experiences across voice and digital platforms.

Virtual Customer Assistant: AI-powered chatbots and virtual agents to handle common inquiries.

Channels and Channel-less Digital Interactions: Seamless integration of multiple customer interaction channels (email, chat, etc.), allowing for consistent experiences across channels.

IVR/CNC Administration: Interactive Voice Response or Cloud-Native Communication administration for better call handling.

Dashboard and Reporting: Centralized analytics dashboards to track performance and manage customer interactions.

How It Works: This block provides the frontline interaction tools that ensure customer queries are routed intelligently, whether through voice or digital channels and handled with the help of virtual assistants when necessary. It enhances the speed and accuracy of customer interactions while giving agents and managers real-time insights through dashboards.

2. Process Orchestration:

Components:

Case Management/Problem Resolution: Managing customer cases through lifecycle tracking, ensuring issues are resolved efficiently.

Unified User Experience/Single Pane of Glass: Providing agents with a unified interface to handle all customer interactions, minimizing the need to switch between tools.

Customer Journey Orchestration: Mapping and optimizing the customer's journey to improve satisfaction.

Workflow Management/Continuous Intelligence: Automating and managing workflows while continuously analyzing data to identify improvements.

How It Works: This block provides the frontline interaction tools that ensure customer queries are routed intelligently, whether through voice or digital channels and handled with the help of virtual assistants when necessary. It enhances the speed and accuracy of customer interactions while giving agents and managers real-time insights through dashboards.

3. Knowledge and Insights:

Components:

Optimized Search and Guided Assistance: Providing agents with quick access to knowledge databases to assist in problem resolution.

Insight Engine: AI and machine learning systems that generate insights from customer interactions.

Customer Service Analytics: Analyzing service interactions to identify trends and performance metrics.

Voice of the Customer: Collecting and analyzing customer feedback to continuously improve services.

Customer Journey Analytics: Monitoring and analyzing the customer's journey to improve experiences.

How It Works: This block focuses on capturing and leveraging data to provide both agents and management with insights that can be used to improve customer experiences. Advanced analytics drive strategic decision-making while enhancing the support process with real-time information.

4. Resource Management:

Components:

Scheduling and Forecasting Management: Predicting customer demand to optimize agent schedules.

Quality Management and Improvement: Ongoing monitoring of service quality to identify areas for improvement.

Recruitment and Onboarding: Managing the hiring and training of new agents.

Intelligent Assistance and Task Management: AI tools that assist agents in completing their tasks more efficiently.

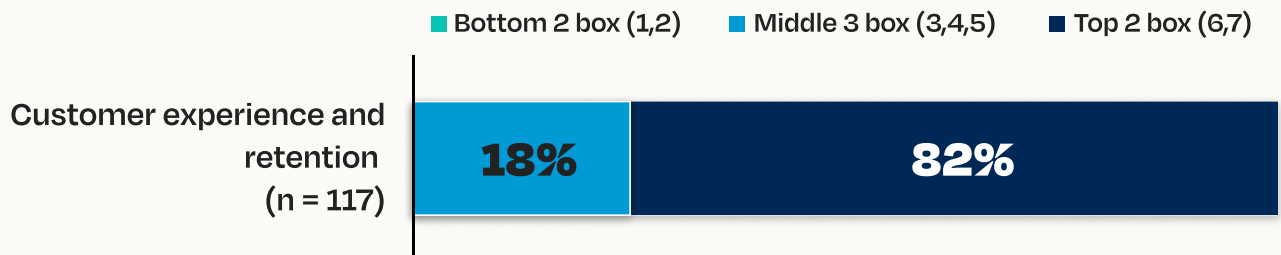
Performance Management: Tracking agent performance to ensure productivity and service standards are met.

Voice of the Employee: Capturing employee feedback to ensure their needs are being met.

How It Works: This block ensures that the organization is prepared to manage its workforce efficiently, from recruiting and onboarding to scheduling and task management. AI-driven tools help forecast demand and optimize resource allocation, reducing unnecessary costs and improving agent satisfaction and performance.

GenAI Business Impact

1 - not at all impactful to 7 - extremely impactful



A Gartner survey of CXOs revealed a considerable impact of Gen AI on their business, specifically in the realm of Customer Experience & Retention.

Want to learn more about how you can bring AI-powered CX to your organization while ensuring maximum value for your investment? Read on!



ROI: Turning CX Investments Into Tangible Returns

The total cost of ownership (TCO) for a CX solution can be attributed to 4 major factors -

- One-Time / Fixed Implementation Costs
- Licensing Fees
- Training & Workforce Costs
- Cost of Change

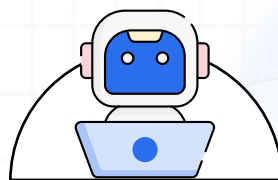
The median TCO for a CX solution is **\$70000**, over 3 years.

While the pricing may differ from organization to organization, and industry to industry...

...Here's how Kapture is best-suited to deliver performance and profits!

Kapture's CX suite includes the 4 cornerstones of customer experience - Self-service, Agent Assistance, Conversation Intelligence, and QA.

The best part? It's powered by in-house vertical LLMs, and enriched by Gen AI.



This enables Kapture to deliver-

Workforce Savings:

Reduce agent workforce by up to 40% - most tickets are resolved by bots & ticket deflection tools, leaving only the most crucial/complex tickets to agents.

CX SaaS helps scale with no additional workforce additions too!

\$20,000/year

Unified Tool Savings:

Don't use 5 different tools for CX - Embrace the powerhouse that Kapture is, and rationalize tools to one all-inclusive suite.

\$10,000/year

Operational Savings:

By deploying state-of-the-art and user-friendly CX solutions, you can improve the speed and accuracy of resolutions, and lower training costs for your workforce.

Savings manifest in the form of lower overtime work, reduced resources used for addressing queries/complaints, etc.

\$20,000/year

Reduced Customer Churn (Savings):

The cost of customer acquisition for most enterprises is large in comparison to the cost of retaining them.

Keep customers satisfied and retain them effectively with personalized & contextual resolutions.

\$20,000/year

(subject to industry & org. dynamics)

Cross-Selling/Upselling Revenue:

Contextual recommendations based on individual customer profiles, behavior, and history, lead to better chances of conversion, improving revenue.

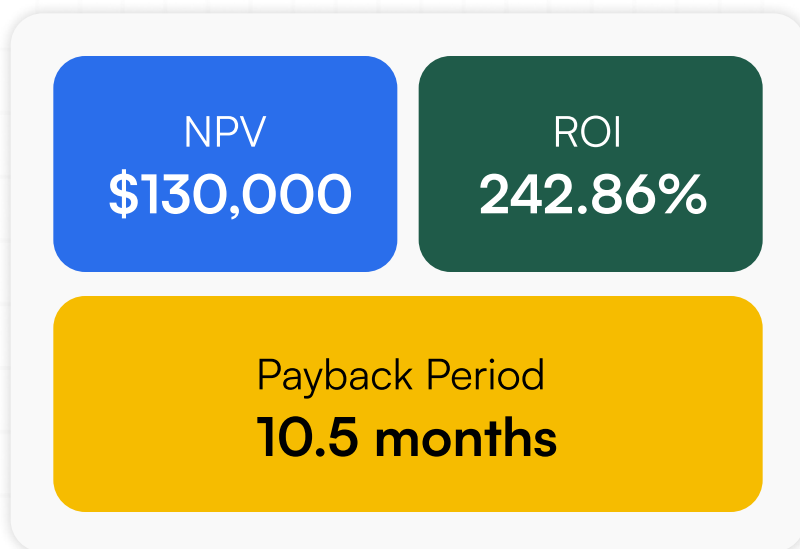
\$10,000/year

(subject to industry & org. dynamics)

Total Savings Per Year.

\$80,000/year

Assuming a discount rate of 10%, the **Net Present Value** of your investment of \$70,000 would be **~\$130,000** with a **Return on Investment** of **242.86%** over **3 years.**



This is notwithstanding the unquantified, yet vital benefits of -

Improved agent satisfaction - Reduced workloads and stimulating work means agents are more engaged at work, taking an active interest in resolving customer queries.

Assisted by Gen AI & CoPilot workflows, their work has never been easier!

Positive brand reputation - With fewer vocal complaints & more satisfied customers, the reputation of your organization vastly benefits from a modern CX solution.



Want to know more about Kapture & how we can help transform your CX?

Get in touch today!