

THE CX TURNING POINT: A 2-MINUTE EXECUTIVE BRIEF

Traditional customer experience scores no longer reliably predict customer behavior, loyalty, or risk. The CX Turning Point is about restoring a clearer link between customer truth and business growth.

5 NEED-TO-KNOW INSIGHTS:

Customer satisfaction scores reflect what already happened, while customer behaviors reveal changing intent much earlier.

**Scores Lag
Behavior**

Small frictions compound over time, eroding loyalty long before customers complain or leave.

**Effort Accumulates
Quietly**

Warning signs of churn show up in patterns of use, contact, and hesitation well before customers actually exit.

**Risk Appears
Before Attrition**

Aggregate metrics hide meaningful differences across journeys, segments, and moments that drive real outcomes.

**Context Matters
More Than Averages**

Seeing emerging risk and opportunity early allows leaders to act decisively instead of reacting too late.

**Foresight Enables
Confidence**

Why It Matters NOW:

As customer expectations and tolerance shift, leaders need earlier, clearer signals to guide decisions with confidence. The next era belongs to leaders who confront reality early, interpret friction before it becomes loss, and align teams and systems around what customers actually do.