Where CX Strategy Breaks... And How You Break Through

Designing Ideal-State Journeys for Speed, Loyalty & Operational Efficiency

A working session, not a presentation

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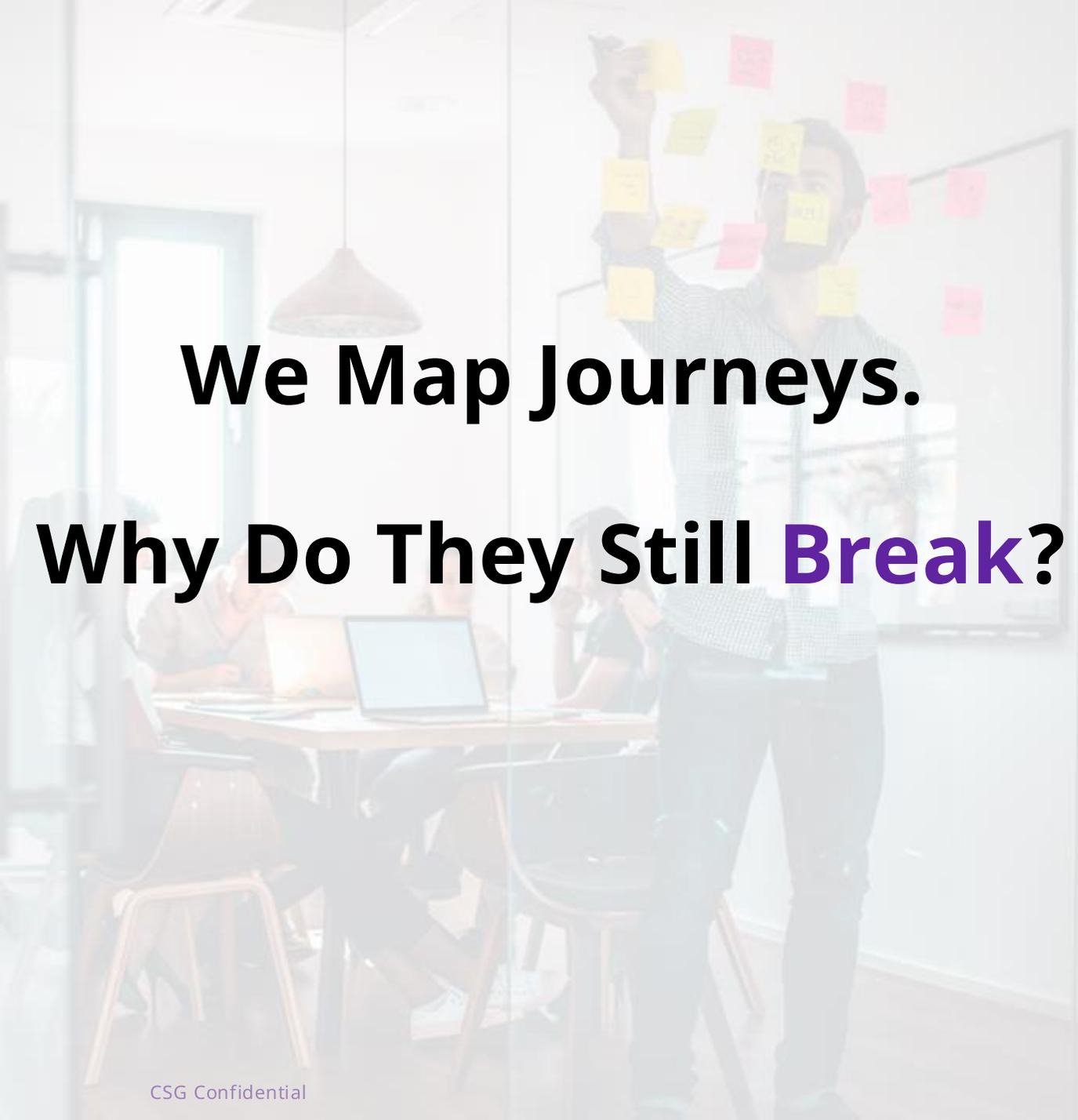# Your Facilitators

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We Map Journeys.

Why Do They Still **Break**?

Because

We optimize steps, not outcomes

We document journeys, but don't manage them

We fix moments, not systems & connections

Broken Journeys Actively Drain Revenue

52%

Consumers stopped buying after a bad experience

PwC 2025 Customer Experience Survey

41%

Faster revenue growth for customer obsessed brands

Forrester CX Index

20%+

Revenue leakage from churn, abandonment & rework

Industry CX Benchmarks

The Small Breaks That Create Big Losses

When a customer tries to <u>self-serve and can't</u>
Creates repeat contacts, escalations, and frustration

When <u>intent is lost</u> across channels or handoffs
Customers have to restate, restart or wait

When <u>nothing happens</u> after the customer acts
Silence leads to uncertainty which leads to churn risk

Bringing This Back to Your Reality

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Map One Break – Not An Entire Journey

1

Start with the Trigger

What did the customer try to do?

What started the journey?

Examples: Change Address, Check Status, Make a Payment, Return an Item

2

Find the Break

Where did it slow down?

Where did it loop?

Where did intent get lost?

3
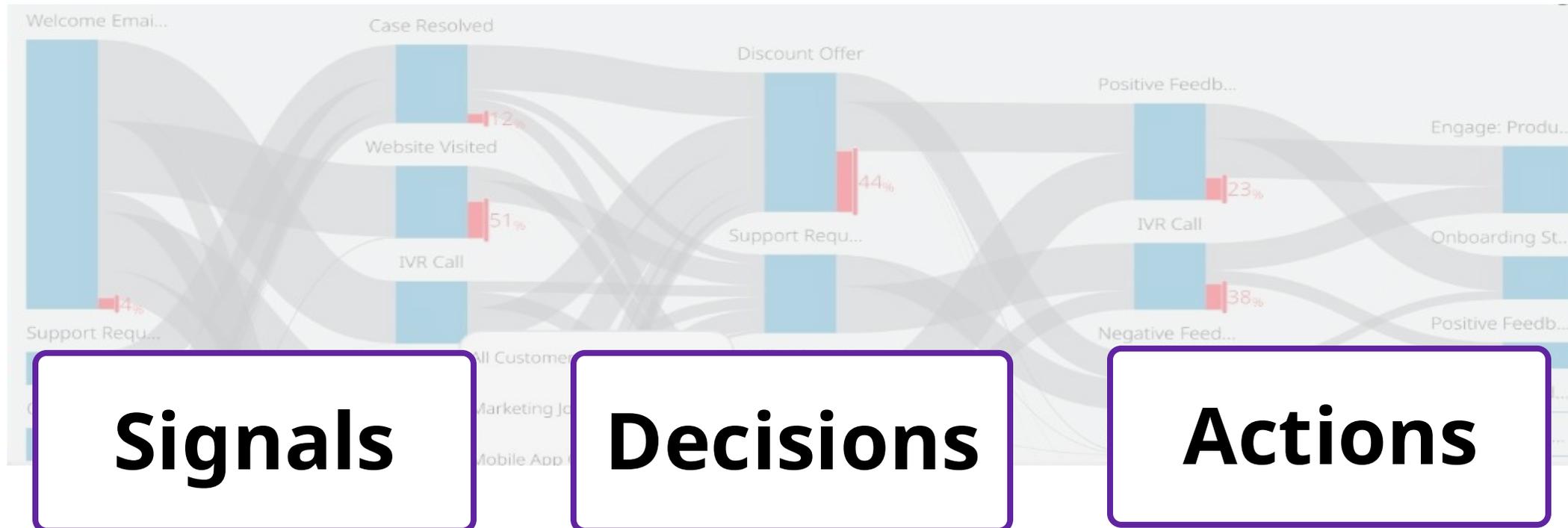
Capture the Impact

What happened next?

Who had to fix it?

What did it cost?

Cost = time, calls, effort, or risk – Not just hard dollars

The Breakthrough:
Managing Journeys End-to-End

Signals

Know what matters,
when it matters

Decisions

Decide once,
not repeatedly

Actions

Act immediately,
across channels

Redesign <u>One</u> Moment, Not the Journey

Take One Break You Mapped And Ask:
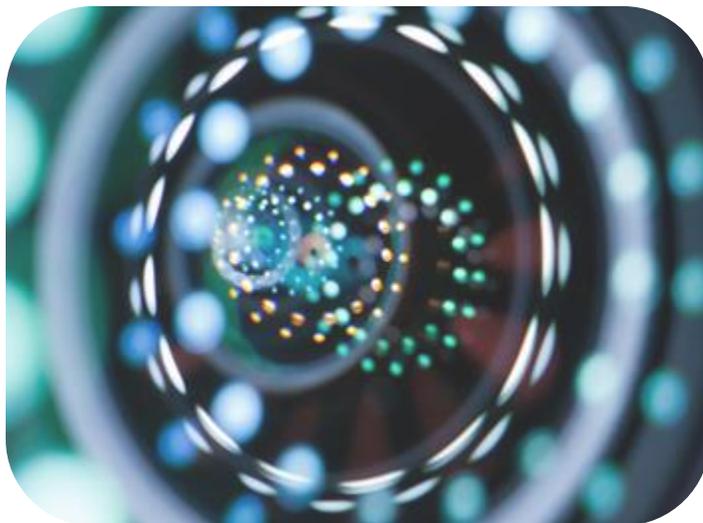
What Signal Should We Recognize Earlier?
(Intent, friction, or risk)

What Action Should Happen Immediately?
(And what should stop happening?)

What Decision Should Be Made Once, Not Repeatedly?
(Automate, notify, escalate, suppress)

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A Simple ROI Reality Check

✓ **Does it eliminate repeat outreaches?**

✓ **Does it remove manual work?**

✓ **Does it speed up resolution?**

✓ **Does it reduce customer effort?**

✓ **Does it lower risk or leakage?**

Broken journeys are expensive but hidden in plain sight.

Fixing one break creates disproportionate impact.

AI works best when it removes friction, not judgment.

What Next?

CSG Can Help You Discover Where Your Breaks Are

RELATIVE INSIGHT

Surface *what* customers are saying, and *why*

CURRENT STATE ANALYTICS

Find *where* Customer Engagement breaks

JOURNEY ANALYTICS

Continuously identify gaps and optimize the Customer Experience

THANK YOU!

State of the Customer Experience
Winning Loyalty in the Age of Overwhelm

Thank you for renewing with us, Kevin!

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CHECK OUT CSG'S

2026 State of the Customer Experience Report

DOWNLOAD NOW