



Proven CX Business Impact

This CX case study was selected in June 2025 by an independent panel of CXPA judges for recognition of its demonstration of the positive business impact created through a customer experience focus.

CXPA Proven CX Business Impact: Axway--Engage, Listen, Analyze, Act

Company Overview

Axway, a 74Software company, is a global enterprise software provider with operations in Europe, the Americas, and Asia, offering API management and integration solutions. With over 1,500+ employees, Axway serves customers across industries through a subscription-based model that relies heavily on customer retention and engagement.

Business Challenge

As the enterprise software industry shifted toward SaaS and subscription models, Axway faced the challenge of transitioning from a license-based model to one centered on renewals and long-term customer relationships. The company needed to mature its customer experience approach to meet this new reality.

CX Initiative: Engage, Listen, Analyze, Act

Axway launched a strategic initiative focused on increasing customer engagement and building a customer-centric culture around four key pillars:

- **Engage:** Creation of customer advisory boards, user groups, and community platforms to foster real-time dialogue.
- **Listen:** Implementation of a formal Voice of the Customer (VoC) program in 2019 using Qualtrics XM, enabling automated surveys and close-the-loop workflows.
- **Analyze:** Introduction of a Customer Engagement Score (0–100), based on participation in events like QBRs, trainings, and surveys, enabling real-time insight into relationship health.

To learn more, and to submit your CX business impact case study, visit www.cxpaglobal.org/provenbusinessimpact

- **Act:** Cross-functional coordination across teams – including Product, Account, Operations, and Information Systems – to act on insights from VoC data and customer journey mapping, with all employees contributing to customer success.

Proven Business Impact

€42.5M increase in profit on operating activities (2019–2024)

12.3% increase in profit as a percentage of revenue

344% greater renewal opportunity value among customers with engagement scores >50%

85% higher sales opportunities for highly engaged customers

34-point increase in NPS®, which is now a company-level KPI featured in Axway’s annual report

Core Business KPIs Impacted

- Customer Retention
- Revenue Growth
- Operating Margin
- Renewal and Expansion Opportunity Value

Axway’s CX initiative demonstrates how strategic listening and targeted engagement can drive measurable improvements across both customer sentiment and core financial outcomes.

Net Promoter®, NPS®, NPS Prism®, and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., NICE Systems, Inc., and Fred Reichheld. Net Promoter ScoreSM and Net Promoter SystemSM are service marks of Bain & Company, Inc., NICE Systems, Inc., and Fred Reichheld.

To learn more, and to submit your CX business impact case study, visit
www.cxpaglobal.org/provenbusinessimpact