



Proven CX Business Impact

This CX case study was selected in September 2024 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: Bishop-Wisecarver Signature Experience

Company Overview

Bishop-Wisecarver is a family-owned, woman-owned manufacturing company based in Pittsburg, CA. Known for its high-performance, reliable engineering solutions, the company embarked on a CX initiative to enhance customer experience and drive sustainable business growth.

Business Challenge

Bishop-Wisecarver faced a challenge: how to scale their long-standing reputation for engineering excellence and creativity into a strategy that would deliver scalable growth. The goal was to align internal processes and improve customer satisfaction, creating a unique competitive differentiation through an enhanced end-to-end customer experience.

CX Initiative: Signature Experience

The Signature Experience was designed to ensure that every customer interaction across the lifecycle included seven key elements, from confirming a right fit to ensuring 100% satisfaction. This initiative embedded CX principles into all departments, processes, and employee hiring practices, ensuring consistency and sustainability.

Key components of the initiative included:

- Cross-functional process improvements, journey mapping, and Kaizen projects to remove friction and streamline operations.
- New customer service procedures including automated order tracking and personalized post-sale follow-ups.

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- Technology enhancements such as marketing automation and enhanced Voice-of-the-Customer (VOC) surveys.

Proven Business Impact

Since implementing the Signature Experience, Bishop-Wisecarver has seen significant business results, including:

- **25% revenue growth** since implementation.
- **A 40-point improvement in Net Promoter ScoreSM (NPS[®])**, increasing from +32 to +72, with a 29% higher account gross margin for Promoters compared to non-Promoters.
- **26% increase in overall company revenue** between 2017 and 2022.
- **Greater customer retention and cross-sell opportunities**, leading to expanded market penetration.

Core Business KPIs Impacted

- Customer Retention
- Word of Mouth & Referrals
- Customer Lifetime Value (CLTV)
- Churn Rate
- Average Revenue Per User (ARPU)

The Signature Experience has not only strengthened Bishop-Wisecarver's competitive position but also transformed the company culture to be more customer-centric, ensuring sustained growth and differentiation.

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