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: Mercer WIN® 2.0

Company Overview

Mercer is a global consulting leader in advancing health, wealth, and career solutions. Operating in over 130 countries, Mercer provides market insights and strategic guidance to thousands of organizations worldwide. Its flagship global product delivery platform, Mercer WIN, supports clients in making compensation and workforce decisions.

Business Challenge

Mercer WIN was a vital platform, but its prior version presented barriers to usability and client self-service. It lacked an intuitive UI, meaningful analytics tools, and robust enablement content. These limitations hindered client engagement, increased support needs, and slowed time-to-value.

CX Initiative: WIN 2.0 Redesign with Client-Centric CX Focus

Mercer launched **WIN 2.0** as a comprehensive, experience-led redesign aligned with its strategic pillars of digital acceleration, enhanced client centricity, and sustainable growth.

Key elements included:

- A redesigned **UI guided by client personas** and feedback loops.

- A **multi-channel enablement strategy**, including in-app tutorials, FAQs, webinars, and explainer videos.

- Close coordination between **CX leadership, product, and client success teams**, with ongoing usability testing and phased rollout plans.

- Development of **self-service content** and internal onboarding playbooks to reduce support burden and speed adoption.

Proven Business Impact

- **25% higher retention** among users who engaged with enablement materials
- **5-point NPS® increase** among enabled users, supporting long-term revenue protection
- **Support tickets decreased by 17%**
- **Feature adoption increased 240–260%**, accelerating value realization
- Project informed development of a **churn prediction model** and changes to onboarding
- Strategic ROI measured not just in cost savings, but in **higher-value client interactions** and embedded CX maturity

Core Business KPIs Impacted

- App User Retention
- Client Satisfaction
- Feature Adoption
- Support & Training Cost Reduction
- Operational Efficiencies