



How to Monetize Customer Experience for Driving Growth?

Insights from Industry Leaders

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About Monetizing CX With Digital Experiences

About Monetizing CX With Digital Experiences

Customer experience (CX) is no longer just about satisfaction—it's about revenue. As brands navigate digital transformation, one question is rising to the top: how can CX become a revenue-generating powerhouse?

This whitepaper unpacks powerful insights from the CXO Roundtable organized by Worxwide Consulting, where digital and customer experience leaders from manufacturing, automotive, consumer goods, and other forward-thinking industries came together to explore the future of customer engagement. The conversations centered around one pressing question:



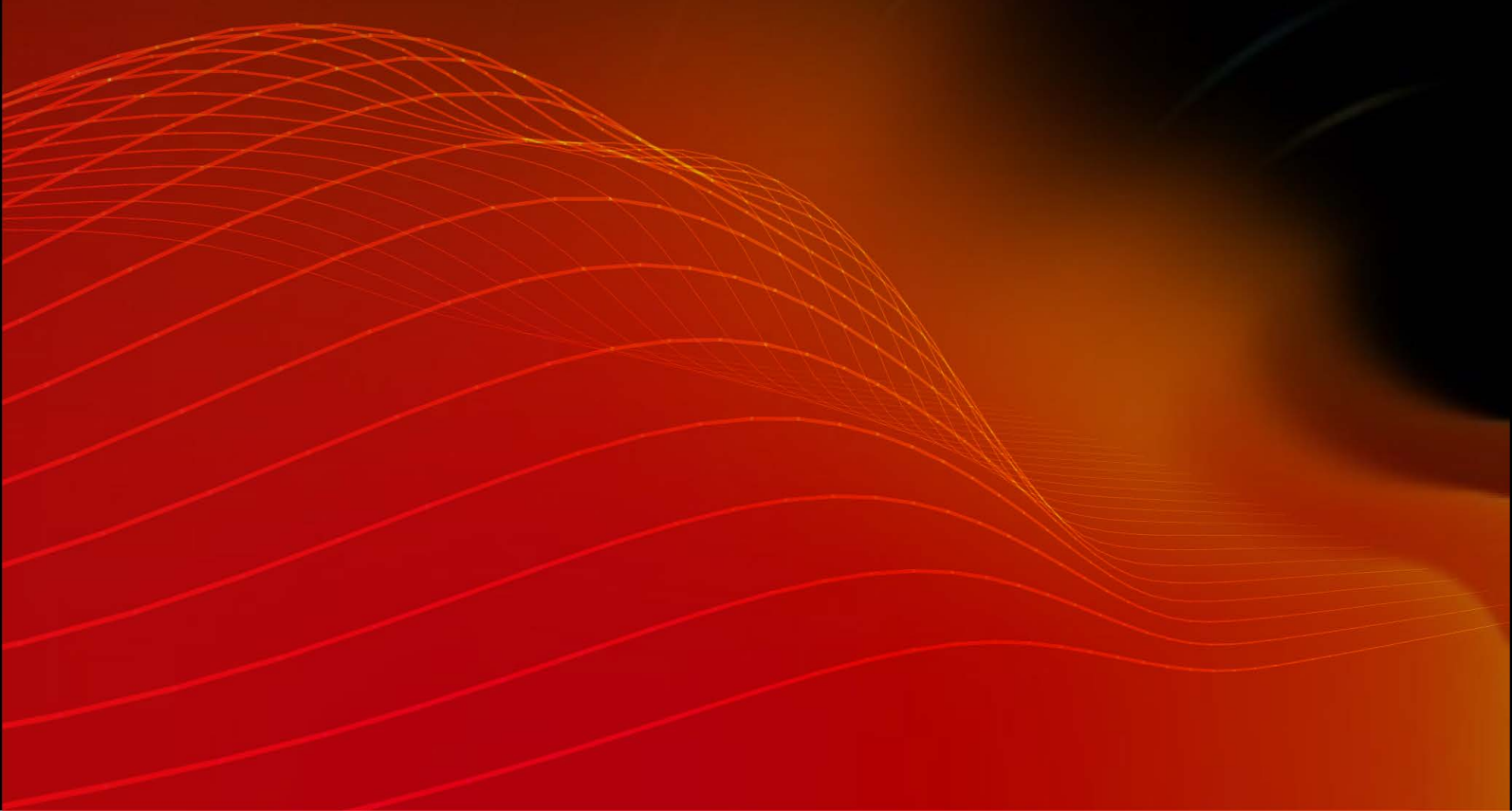
How can brands monetize CX and make it their strongest competitive advantage?

From real-world use cases to emerging trends and the pitfalls of traditional CX strategies, this whitepaper clarifies what works, what does not, and what is next. Whether you are rethinking your CRM, exploring AI-enabled platforms, or aiming to deliver hyper-personalized journeys on a scale, this whitepaper offers actionable perspectives to guide your strategy.

Curious how industry leaders are transforming CX from a support function into a revenue engine? The answers may change the way you think about customer relationships—and your brand's future.



Contributing Industry Leaders



Contributing Industry Leaders



MADHAVI KANUMOORY
Birla Carbon
CDIO



SHREESHA NAGAR
Eaton
Director – Digital



REKHA SRIVATSA
AbbVie
Head – BTS



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TVS Motor Company
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JAYANT MUKHERJEE
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DILIP GOWDA
Orient Electric
Head of service operation



SANDHYA MENDONCA
Raintree Media
MD & Chief Editor



MOHIT SINGLA
Worxwide Consulting
Founder & CEO



Introduction to Worxwide

Introduction to Worxwide

A Digital Growth Consulting Firm, helping enterprises accelerate sales journey, boost sales productivity and improve user & customer experience.



Sales Transformation

From consulting and strategy to CRM and workflows automation, service automation, digital commerce, and digital marketing with Account-Based Marketing (ABM) approaches.



Customer Experience (CX)

Crafting customer success with CX audits, omnichannel journey mapping, UX research and design, customer analytics, and business model innovation.



AI-Led Innovation

Leveraging AI for strategic transformation, AI-powered lead generation, agentic customer support, and hyper-personalized outreach.

Through this roundtable, Worxwide sought to explore AI's impact on optimizing manufacturing and enhancing CX, highlight real-world success stories, and collaboratively tackle industry challenges with innovative strategies. Bringing together a diverse group of delegates from manufacturing, AI, and technology domains, the session facilitated a dynamic exchange of insights, fostering meaningful discussions and collaborative problem-solving.

Assets & Partners



Digitize sales and service journey



Personalized outreach & account management



Dynamic personalization, content management & enrollment



Enterprise productivity platform for projects, clients and resources

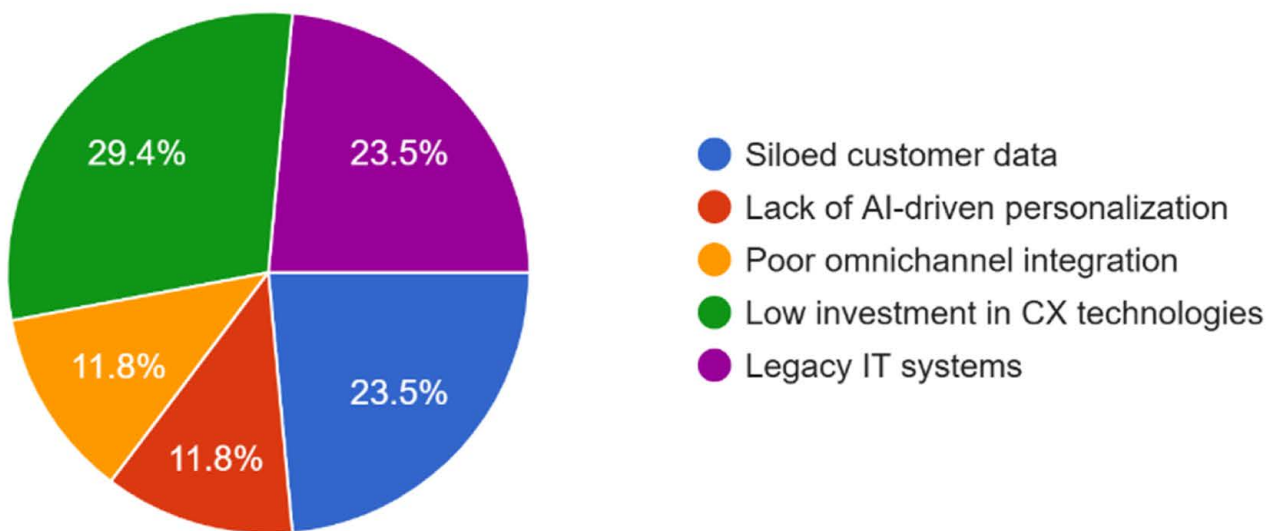


Industry Survey

Industry Survey

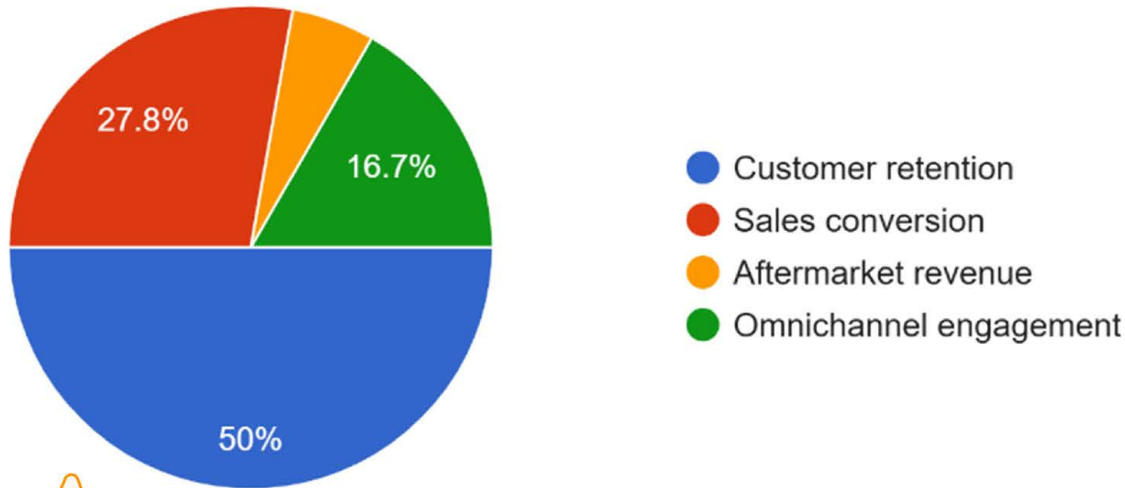
To better understand where each leading organization stands on the CX maturity curve, Worxwide conducted a quantitative survey to gather relevant insights.

1. What is the biggest CX challenge in your industry today?



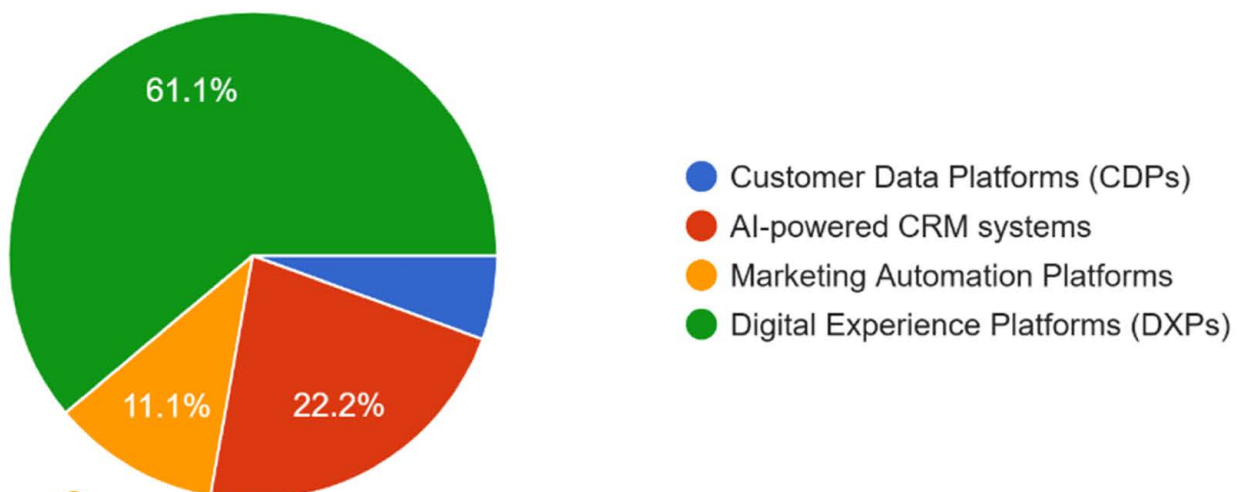
When asked about the biggest CX challenge in the industry, 29.4% of respondents identified low investment in CX technologies as the biggest challenge in their industry, closely followed by siloed customer data at 23.5%. These findings highlight the pressing need for integrated systems and strategic technology investments to enhance customer experience.

2. If you had an AI agent to solve one revenue challenge, what would it focus on?



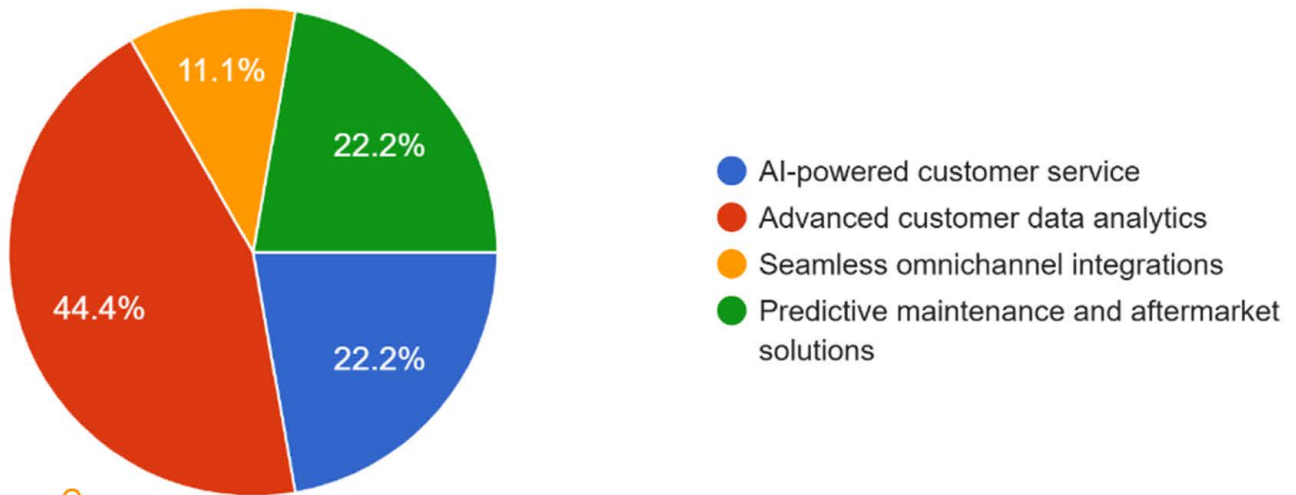
In this question, 50% of respondents indicated that if they had an AI agent, their top priority would be addressing customer retention. Sales conversion was the next most cited challenge at 27.8%, followed by omnichannel engagement at 16.7%. This emphasis on customer retention aligns with industry trends, as businesses leveraging AI for personalized experiences have significantly improved customer loyalty and satisfaction.

3. Which CX technology or tool has the most potential for transforming B2B relationships?



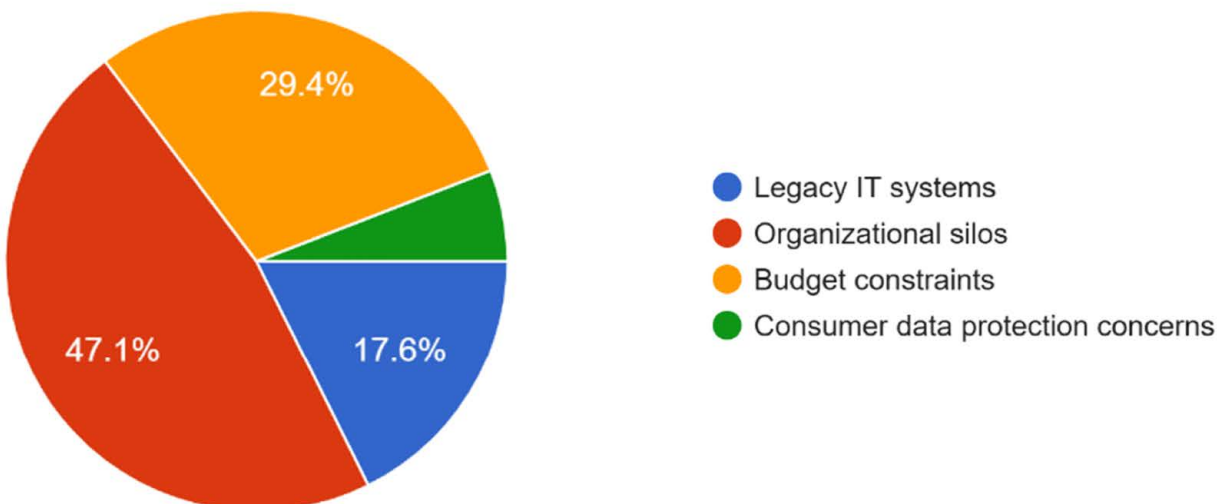
Here, 61.1% of respondents believe Customer Experience Platforms (CXPs) have the most potential to transform B2B relationships by enabling seamless, personalized journeys.

4. If given unlimited resources, where would you invest first in CX transformation?



If given unlimited resources, 44.4% of respondents said they would first invest in advanced data analytics, emphasizing that "data is the truth" and the foundation for all impactful CX decisions.

5. What is the biggest barrier to unifying customer interactions across channels?



When asked about the biggest barrier to unifying customer interactions across channels, 47.1% of respondents pointed to organizational silos, highlighting internal fragmentation as the top challenge in delivering a seamless CX.



Monetizing CX in Manufacturing/Auto/CPG

Monetizing CX in Manufacturing/Auto/CPG

Organizations are reimagining CX as a measurable growth engine, not just a service differentiator. With rising service costs and complex touchpoints, AI agents are stepping in to help brands deliver value, build loyalty, and drive revenue through intelligent, scalable solutions.

At the heart of this evolution lies a shift from reactive service models to proactive, intelligent engagement. AI systems, when deployed effectively, can automate and orchestrate complex customer interactions across both digital and physical touchpoints—while continuously learning and adapting. This positions AI not simply as a tool, but as a strategic lever for sustainable productivity and measurable ROI.

Framing the potential of AI through a compelling analogy -

"What if every organization had its own Jarvis?" – the research explores how modern AI platforms are steadily progressing toward this vision. While technologies like natural language processing, sentiment analysis, and contextual recall are advancing rapidly, achieving a fully autonomous, cross-domain AI assistant remains an aspirational benchmark. Nevertheless, tools such as ChatGPT and domain-specific agents are already driving tangible improvements by reducing friction in customer journeys and enhancing resolution accuracy.

A critical insight emphasized is that AI adoption in customer experience (CX) must be coupled with strong data governance, agile change management, and alignment with business KPIs. Without these foundational elements, organizations risk deploying fragmented solutions that fail to scale or deliver lasting value.

Furthermore, monetizing CX is not simply about automating interactions—it's about designing systems that learn, personalize, and evolve. AI-driven CX strategies must focus on eliminating repetitive tasks for customers, ensuring a seamless and consistent experience across all touchpoints.

“

The most powerful CX strategy is one where your

customers don't have to repeat themselves—regardless of

where they are, or how they engage.

”

This encapsulates the forward-thinking imperative: transforming CX into a self-improving, revenue-generating ecosystem driven by intelligence, not just intuition.

If personalized AI agents were possible today...

When industry leaders were asked if they
had an AI agent to do tasks, what would
they want their agent to do?



Even though the responses were diverse, they were very insightful and highly reflective of real-world business challenges leaders face every day, especially when it comes to scaling customer experience, optimizing operations, and enabling strategic decisions.

Here is what some industry leaders imagined their AI agent should accomplish:



Heena, Airbus, emphasized the importance of sentiment analysis-based hyper-customization, aiming for an agent that could analyze the behavior of customers and act on subtle emotional cues to provide them with a seamless, holistic experience.

Madhav, Nasscom, had a more practical vision, wanting his agent to run the factory at 100% capacity while also ensuring that sales were maximized—a seamless blend of operational and sales performance.



Jayant, Pratt & Whitney, took a more strategic approach, asking his agent to assess the maturity curve of the current systems, particularly focusing on CX as the last mile in their transformation journey.

Rekha, AbbVie, highlighted the need for the agent to understand the pulse of the customer, using analytics to predict and respond to evolving customer needs in real time.





Lalit, Kimberly-Clark, focused on strategic decisions, envisioning an agent that could provide timely, data-driven insights and simulations to guide leadership actions.



Sanjay, Jockey India, imagined an agent that would provide a one-stop solution for a seamless customer journey, making the entire experience fluid from start to finish.



Vinay, HARMAN International, aimed for customer retention, desiring an agent who could engage with customers based on sentiment, ensuring long-term relationships and minimizing churn.



Sunil, HARMAN International, desired an agent that could understand real-time customer needs, simplifying interactions and making life easier for both customers and employees.



Anil, Teva Pharmaceuticals, envisioned a tool where data would be available at his fingertips, allowing for immediate insights and faster decision-making.



Shreesha, Eaton, hoped the agent would take on most of the thinking work, allowing her team to focus on more creative, high-value tasks.



Prashant, ZF Group, sought an agent capable of identifying market opportunities and guiding his team on which customer segments to prioritize.



Dilip, Orient Electric, wanted to automate live product demonstrations, making the buying experience smoother and more interactive for customers.



Saurabh, Kimberly-Clark, wished for an agent that could reduce the time it takes to access data and analysis, helping his team make quicker decisions without missing key insights.



Rajesh, Lamborghini Bengaluru, envisioned an agent that could handle repetitive sales and after-market tasks, freeing up teams to focus on higher-value activities.



Gowtham, Adobe, spoke about the challenge of scaling CX, asking for an agent that could replicate personalized experiences for millions of customers in both B2C and B2B settings.



Sandhya, Raintree Media, focused on understanding the customer mindset with an agent capable of delivering personalized engagement based on real-time behavioral data.



Rajesh, TiE Bangalore, wanted the agent to keep his brand top-of-mind with customers, driving sustained engagement and loyalty through timely, relevant interactions.



Anand, KarsunIndia, hoped for an agent that could identify where not to waste time, focusing efforts on activities that drive the most revenue and efficiency.



Geetha, KarsunIndia, raised an interesting point: While AI excels at predicting customer behavior, what happens when something unpredictable occurs? She wanted to explore how AI could handle these uncertain moments and anomalies that AI cannot envision yet.



Mohit, Worxwide Consulting, desired an agent capable of delivering hyper-personalized outreach at scale, ensuring that each customer interaction feels uniquely tailored to their needs.

This list of demands from personalized AI agents by global business leaders revealed a less explored need:

The AI agent of the future is not just a back-office tool—it is a strategic partner, operational assistant, customer whisperer, and brand advocate, all rolled into one.

However, how far are we from achieving this? These visionary future thoughts laid the groundwork for deeper discussions on why organizations are still struggling to implement these ideas at scale, and what it will take to get there.

Why are we not making AI-led CX agents a reality yet?

In the previous section, we captured an inspiring vision of what leaders want their ideal AI-powered agent to do—from automating decision-making and personalizing customer journeys to unlocking new revenue streams and simplifying data access. However, turning that vision into reality remains an ongoing challenge for most organizations.

When asked, “Why are we not doing it yet?”



Here is what leaders had to say:



Many organizations still operate in silos, with disconnected systems and processes preventing a unified customer view. This fragmentation limits AI's ability to function as an integrated agent across the value chain.

~ **Geetha | KarsunIndia**



An overload of data, without clear prioritization, creates noise rather than insight. The absence of clarity on what data truly matters weakens AI's impact.

~ **Rajesh | Lamborghini Bengaluru**



Trust remains a critical issue—whether in the AI engine, the data it's built on, or the decisions it makes. Without trust, adoption stays superficial.

~ **Lalit | Kimberly-Clark**



AI struggles to interpret unstructured or qualitative data, such as salesperson efficiency or emotional sentiment—areas where key customer insights often reside.

~ **Shreesha | Eaton**



Cost-to-quality ratio is a pressing concern. AI must be predictive and efficient without compromising output quality or human expertise. Affordability and sustainability are as vital as performance.

~ **Anand | KarsunIndia**



Risk is a major barrier—ranging from compliance and IP concerns to the dangers of blind trust. The lack of explainability and understanding of how AI derives insights increases exposure.

~ **Gowtham | Adobe**



Another challenge is a visible gap in transparency, value added, and the genuineness of data, raising concerns about the accuracy and reliability of AI-driven decisions.

~ **Rajesh | TiE Bangalore**



Even with mature technology, deployment and change management remain key challenges. Adoption depends heavily on organizational culture and readiness.

~ **Prashant | ZF Group**



AI's success hinges on adaptability—how well people and systems can incorporate it into daily workflows.

~ **ShivaKumar | Titan Engineering**

These responses reflect a critical truth: the vision is clear, but the execution is complex. While leaders know what they want AI to do, they are equally aware of the obstacles, ranging from cultural and structural to technological and ethical. Overcoming these barriers will require more than just tools—it will take trust, collaboration, experimentation, and a strong change management strategy.



How Can You Unlock Revenue with AI Agents?

How Can You Unlock Revenue with AI Agents?

The potential of AI agents to unlock revenue is becoming increasingly evident across industries. Research through the above industry surveys clearly indicates that AI is evolving beyond mere automation to become a strategic growth enabler. By leveraging AI agents, organizations can transform customer experience (CX) into a key revenue-generating function. These intelligent systems can do more than streamline processes; they enable personalized, proactive engagement and deliver insights that fuel business decisions. This shift is driving companies to rethink how they integrate AI into their CX strategies, aiming not just to enhance efficiency but to create new growth opportunities.

While automation and analytics have long been part of the digital transformation agenda, let's dive a bit deeper towards building intelligent, decision-supporting agents that could actively contribute to revenue generation, customer satisfaction, and operational efficiency.

Thought leaders acknowledged that the role of AI has matured from backend support to frontline intelligence. The goal now is not just to streamline workflows but to empower all the teams, i.e., sales, service, marketing, and product, with real-time insights, personalized nudges, and contextual recommendations.

Industry leaders also shared how they are experimenting with AI to drive customer engagement, optimize field operations, support strategic decisions, and improve service experiences. Many reflected on the shift from transactional automation to revenue-focused, intelligent experiences, using AI agents to support both top-line and bottom-line growth. However, we have to consider that simply deploying an AI agent is not a silver bullet. There's a powerful industry shift happening towards evolutionary change—that organizations must not just insert an agent into existing workflows but update legacy systems and revolve the entire ecosystem to support intelligent decision-making.

Organizations must keep in mind AI is not a one-time deployment but an evolutionary process. To keep the agent truly intelligent, you must feed it the right data, continuously update it, and ensure it learns from both structured and unstructured inputs over time.

**An important mindset shift was also recommended:
Rather than asking “What AI do we want?”
organizations should first ask “Why do we want AI?”
This change in perspective ensures that AI
implementations are business-outcome led, not just
tech-led.**

To unlock revenue, organizations need to work in an agile manner, starting small and iterating quickly, while learning from customers and adapting ideas from others in the same industry. Benchmarking success stories and failures allows for more context-driven decision-making and increases the chance of meaningful adoption.

Another important reminder is to anchor every AI initiative to ROI.

“

Work by understanding what the ROI will be

- keep the ROI thing in mind.

”

Whether through increased sales, better service retention, or faster decision-making, AI's contribution should be measurable, scalable, and relevant to business priorities.

Many leaders shared that their current systems, though equipped with CRMs or analytics, are not yet delivering this kind of intelligent automation. The discussion underscored that the future lies in augmenting human capability, not replacing it, where AI becomes a smart teammate, not just a tool.

At the end, there's one realization:

AI agents can and should be revenue drivers, not just cost-savers. But for that to happen, organizations must embrace agility, continuous improvement, and a strategic, ROI-driven mindset.



Personalized CX with Customer Data Platforms (CDPs/CEMs/CRMs)

Personalized CX with Customer Data Platforms (CDPs/CEMs/CRMs)

Personalization is rapidly becoming a cornerstone of modern customer experience transformation. As organizations strive to deliver more relevant, contextual, and real-time interactions, the role of data-driven platforms is increasingly critical. Customer Data Platforms (CDPs), Customer Experience Management (CEM) solutions, and Customer Relationship Management (CRM) systems are emerging as foundational technologies—enabling unified customer views, intelligent segmentation, and personalized engagement at scale. This integrated data infrastructure is essential for brands seeking to move from reactive service models to proactive, predictive customer journeys.

The difference between CDPs, CRMs, and CEMs

Feature	CDP Customer Data Platform	CRM Customer Relationship Management	CEM Customer Experience Management
Primary Function	Unify and activate customer data across channels	Manage customer interactions and relationships	Analyze and enhance the overall customer experience
Data Sources	Ingests data from all sources (online & offline)	Primarily known for customer interactions and manual inputs	Customer feedback, surveys, and interaction data
Real-Time Capability	Enables real-time personalization and engagement	Limited real-time capabilities	Focuses on real-time experience monitoring
Use Cases	Personalized marketing, segmentation, and data-driven decisions	Sales tracking, customer service, and direct interactions	Customer journey mapping, satisfaction analysis
Integration	Integrates with various marketing and business tools	Often limited to specific CRM-compatible solutions	Integrates with feedback and analytics tools

Organizations are increasingly shifting from fragmented, transactional interactions to unified, personalized customer journeys. While traditional Customer Relationship Management (CRM) systems have long supported the storage of customer history, they often fall short in enabling real-time, behavior-driven personalization. In contrast, Customer Data Platforms (CDPs) are designed to ingest, unify, and activate data from multiple channels—enabling brands to respond dynamically to customer needs.

Micro-segmentation is emerging as a key strategy in this transformation. Powered by CDPs, businesses can continuously analyze behavioral, transactional, and demographic data to create highly targeted segments. This enables more precise and relevant engagement, directly impacting conversion rates and customer retention.

The convergence of AI and CDPs is accelerating this shift. AI models rely on clean, well-structured data, which CDPs provide by integrating inputs across web, mobile apps, in-store systems, email, and contact centers. This synergy allows organizations to scale personalization efforts while maintaining compliance with privacy and consent regulations. Effective personalization today is not only about individualization—it's about relevance, timing, and continuity. Brands must be able to track a customer's journey across channels and deliver seamless experiences that feel intuitive and connected.

Adopting a CDP or enhancing CRM capabilities is not merely a technical upgrade; it is a strategic move. Success requires strong data governance, cross-functional collaboration, and a clear alignment with business objectives. Companies must move beyond the narrow lens of marketing automation and invest in end-to-end experience orchestration.

When thoughtfully implemented, CDPs, CEMs, and CRMs serve as more than data management tools—they become critical engines for building customer trust, fostering loyalty, and driving long-term business value.



Building Seamless Omnichannel CX in Manufacturing/Auto/CPG

Building Seamless Omnichannel CX in Manufacturing/Auto/CPG

CX leaders from the manufacturing, automotive, and consumer goods industries are starting to come across challenges and strategies in creating seamless omnichannel experiences. These sectors, often known for their legacy systems and product-centric operations, are now being pushed to reimagine customer journeys across digital and physical touchpoints.

A key insight that we gathered from our research was that customers no longer differentiate between channels—brands must ensure consistency and continuity everywhere. Whether a customer interacts online, through a dealer network, or via a service center, the experience should feel connected, responsive, and personalized.

We also learned that while many companies have invested in CRM tools, true omnichannel success requires orchestrating data, intent, and context across platforms. Several leaders pointed out that the biggest roadblocks are not just technical, but organizational—such as silos between marketing, sales, IT, and service teams.



Map the full customer journey, identifying friction points across sales, service, and support.



Integrate systems and unify data, particularly across dealer and distributor networks.



Enable real-time visibility for internal teams to respond with speed and relevance.



Invest in frontline training and cultural alignment, ensuring that the human side of the experience matches the digital promise.

Now, there's a collective agreement between industry leaders that omnichannel transformation is not a one-time initiative but a long-term capability that needs continuous improvement. In manufacturing and auto industries, where physical interaction still plays a critical role, integrating those experiences with digital touchpoints becomes even more complex—and critical.

INSIGHTS FROM PANELLISTS

GEETHA

Geetha highlighted the importance of adopting design thinking methodologies to address adoption challenges, noting that idle time equates to reduced productivity.

SHIVKUMAR

Shivkumar emphasized the need for integrating data to derive actionable insights.

SHANKAR RAO

Shankar Rao from Bosch India advocated for a unified "single window" approach, ensuring consistency across B2B and B2C channels.

LALIT

Lalit pointed out that the ease of tool adoption is crucial for successful implementation.

PRASHANT

Prashant redefined CRM as a tool for comprehensive customer feedback management.

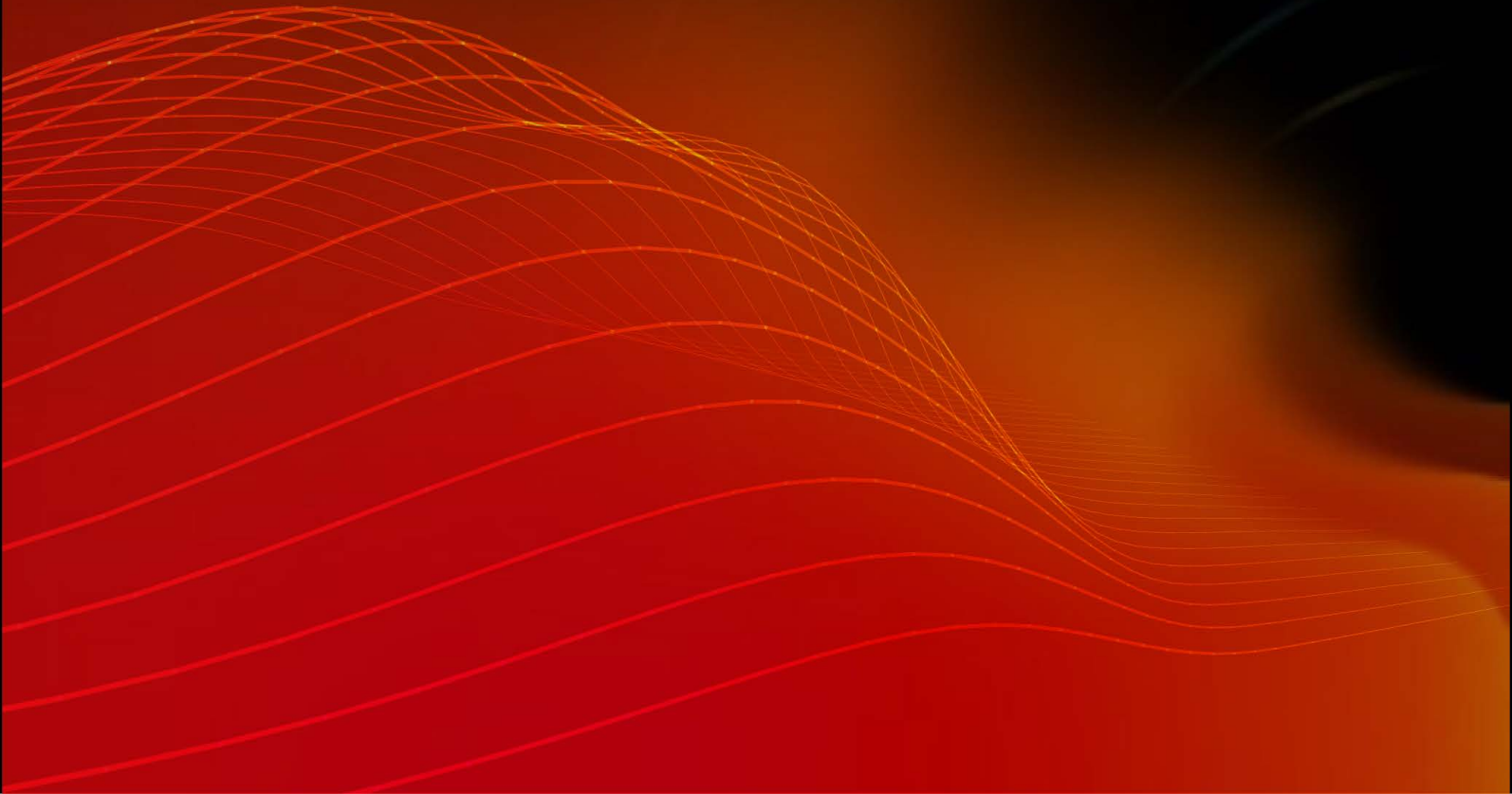
HEENA

Heena stressed the importance of establishing solid use cases, supported by current and future landscape analyses and impact assessments.

While the path to seamless omnichannel CX may be complex, it is essential for building loyalty, driving repeat business, and staying competitive in an increasingly customer-controlled marketplace.



Closing Thoughts



Closing Thoughts



Madhurima Sarkar
Experience Design Lead
Worxwide Consulting

She highlighted the growing ambition among CX leaders to create their own version of “Jarvis” — a smart AI agent capable of everything from real-time sentiment analysis and market insights to scaled personalization and data-driven decisions. But while the vision is bold, the reality is layered with complexity.

Madhurima emphasized that the biggest barriers aren’t technological—they’re structural and ethical. Issues like compliance, copyright, liability, and the growing threat of AI “hallucinations” all contribute to a loss of trust. And without trust, even the most advanced solutions fail to gain traction.

One of her key points: it’s not hard to get customer data anymore. In fact, customers willingly share data when they see clear value in return. She pointed to examples like the viral Ghibli-style image trend, where users uploaded personal photos simply because the output was delightful and engaging. The real challenge isn’t data collection—it’s using that data to create value.

Rather than rushing to adopt every AI tool or platform, Madhurima advocated for an evolutionary approach: continuous optimization, strong use cases, and experience design that’s intentional and insight-driven. She stressed that customer data platforms (CDPs), CRMs, and experience management tools are only as effective as the strategy behind them. Her take: value comes from aligning use cases with customer needs—delivering something that enhances their lives or work, not just another digital touchpoint.

**Closed-loop systems**

that act on feedback, not just collect it

**Design Thinking**

to reimagine experiences for today's multigenerational, digital-first customers

**Omnichannel strategies**

that adapt to different levels of digital proficiency and preferences

“

Show customers you care. Add value.

That is what experience is all about.

”



About **WORXWIDE**

Worxwide Consulting is a six-year-old digital growth consulting firm, operating in the UK, US, and India markets.

- Sales Transformation
- Customer Experience
- AI Led Innovation
- Winning Business
- Salesforce Implementation
- Adobe Experience Implementation



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