



Proven Business Impact

This case study was selected in July 2026 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 Business Impact: Cybit - Building a CX Function to Strengthen Client Retention

Company Overview

Cybit is a UK-based technology solutions provider offering Data, Security and next generation managed IT services, consulting, and support to approximately 220 clients across a range of industries.

In September 2025, Cybit established its first dedicated Customer Experience function, known internally as the CX vertical. The initiative was led by Director of CX Andre Prins and supported by two Customer Success Managers.

Business Challenge

During the two financial years preceding the initiative, Cybit experienced unacceptable client churn creating a significant threat to recurring revenue and sustainable growth.

Client relationship management was largely responsive but not proactive. The organization lacked:

- Clear ownership of client relationships that fell between sales activities and support interactions.
- A structured approach to monitoring client health.
- Defined processes for responding to concerns and escalating issues.
- Consistent proactive engagement with clients.
- Visibility into upcoming contract renewals.

As a result, client concerns could remain unresolved until relationships had deteriorated. In addition, a number of Cybit's clients had moved onto rolling contracts, placing recurring revenue and potential growth opportunities at risk.

Customer Experience Initiative: Establishing the CX Vertical

Cybit established a board-level CX function with responsibility for strengthening client relationships, identifying risks earlier, and embedding customer-focused practices across the business. The Director of CX joined the Cybit Board and reported directly to the Executive Chair, giving the function the authority to work across sales, support, operations, and technology.

Key elements of the initiative included:

- Assigning dedicated and proactive Customer Success Managers to client portfolios.
- Introducing Monthly Service Reviews and Quarterly Business Reviews to better represent the voice of the customer.
- Creating defined escalation processes with response expectations and clear responsibility for client communication.
- Establishing formal handoffs between CX, operations, and sales.
- Introducing monthly renewal-planning meetings between Customer Success Managers and Account Managers.
- Launching post-onboarding surveys.
- Creating a contract-renewal dashboard covering 90-, 60-, and 30-day renewal windows.
- Developing more than 40 CX processes, playbooks, templates, and guides covering the client lifecycle.
- Building "Lucy," an internal AI assistant that allows employees to access the organization's CX guidance and processes in real time.

The team implemented these changes without purchasing an additional CX platform, using existing technology and concentrating its investment on CX leadership and Customer Success personnel.

Proven Business Impact

Reduced client churn

- During the initiative's first 10 months, the reported client churn rate achieved a double-digit reduction, falling from unacceptable levels in the two preceding financial years to an industry-leading level.
- Cybit reported no client churn in its financial year to date.
- Proactive CX intervention helped retain clients who had previously indicated that they intended to leave.
- The estimated annual contract value protected through these interventions was nearly three times the CX function's first 10 months of personnel costs.

Reduced renewal risk

- Collaborating with Sales the percentage of clients on rolling contracts declined from 25% to below 10%.
- Cybit moved to a more robust and structured renewal process with BI dashboarding and intelligent and proactive development options for Clients.
- Customer Success Managers and Account Managers began meeting monthly to coordinate engagement with clients approaching renewal.

Created growth opportunities

- Through deeper understanding of client environments, technology needs, sentiment, and areas of concern, the CX team identified new expansion opportunities equivalent to approximately 94% of their annual target within the initiative's first 10 months.
- New handoff processes enabled Customer Success Managers to share opportunity intelligence directly with Account Managers.
- Structured reviews created regular opportunities to identify unmet client needs while strengthening Cybit's position as a strategic partner.

Established a scalable CX operating model

- Cybit created more than 40 documented processes, playbooks, frameworks, guides, and templates spanning onboarding, health monitoring, escalation management, business reviews, renewals, and offboarding.
- Monthly and quarterly client reviews replaced the organization's previous ad hoc approach.
- The internal AI assistant made CX guidance accessible beyond the CX team, supporting more consistent practices without requiring proportional growth in CX staffing.

Improved client satisfaction

- In a retrospective survey of 50 clients, the average Customer Satisfaction Score (CSAT) increased to industry leading levels.
- The survey results indicated a substantial improvement in how participating clients perceived their relationships with Cybit.

Key Lessons

Cybit's experience highlights the value of visible executive sponsorship, clear cross-functional ownership, and early action while supporting infrastructure is still being built. The team also emphasized establishing measurement early, acknowledging limitations in historical baselines, documenting practices for consistent use beyond the CX team, and approaching dissatisfied clients with honesty and accountability.

Core Business KPIs Impacted

- Client retention and churn
- Recurring revenue protection
- Contract-renewal exposure
- Customer Satisfaction Score

- Client engagement
- Expansion opportunities
- Review completion
- Post-onboarding feedback
- Process adoption