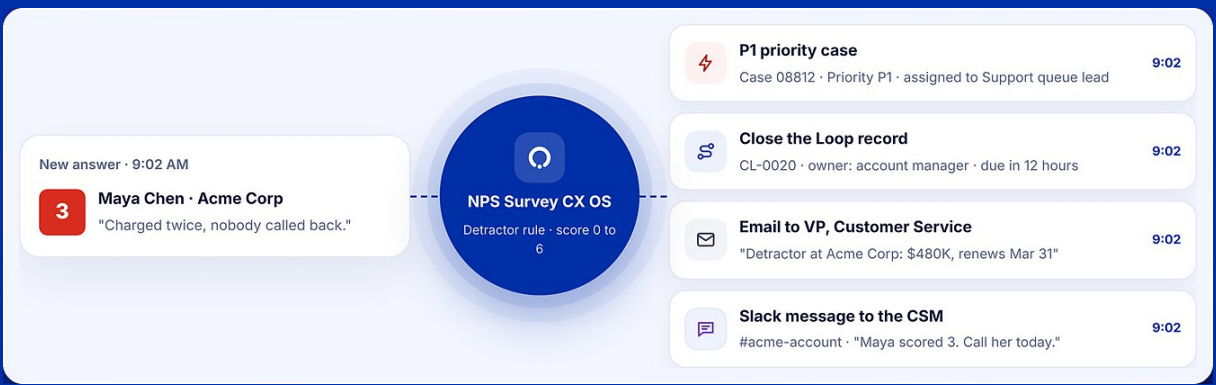
NOVEMBER 2026 · FOR CFOs, CX AND REVENUE LEADERS

The CFO business case for closing the loop

Turn customer feedback into a number finance will sign off on: the revenue model, the platform choice, and a one-page business case you can copy.



Inside the product: one low score, four actions in seconds.

THE PROBLEM

Every team feels the leak. Few can see where it starts.

Service

Same complaint, three channels, no owner.

Fix Every low score opens a case with an owner and a due date.

Sales

Renewals that fall through without warning.

Fix Accounts ranked by revenue at risk, weekly.

Marketing

Happy customers nobody asks for a review.

Fix Promoters routed to reviews and referrals.

CX

Surveys answered, nothing changes.

Fix Every loop closed, timed and reported.

Finance

Churn shows up a quarter too late.

Fix Revenue at risk in dollars, not scores.

Operations

Root causes buried in comments.

Fix AI ranks the drivers behind the score.

THE LEAK IN DOLLARS

Churn is a finance problem that starts as a survey answer.

Most unhappy customers say so before they leave: a low score, a frustrated comment, or silence. When nobody owns that signal, it shows up months later as lost renewal revenue.

400

customer accounts

$10M

annual recurring revenue, $25,000 per account

10%

of accounts lost each year

$1M

walks out the door every year

Illustrative example company. Plug in your own numbers with the free ROI calculator on page 10.

THE MODEL

Save one in five at-risk accounts and the platform pays for itself 24 times over.

Scenario	Accounts saved	Revenue kept / yr	Return on CX Pro
Cautious: 1 in 10	4	$100,000	12x
Base: 1 in 5	**8**	**$200,000**	**24x**
Strong: 1 in 3	13	$333,000	39x

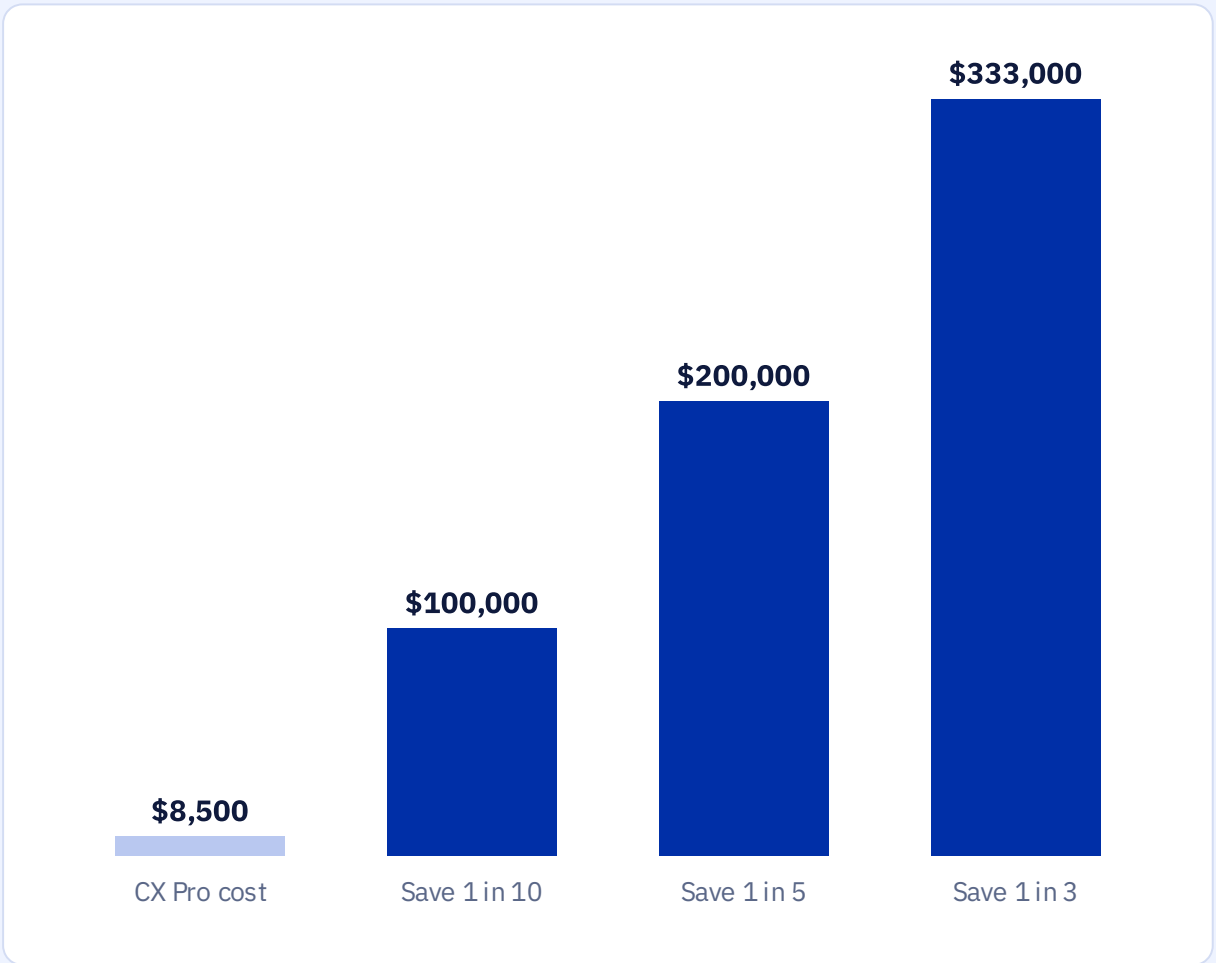
Break-even is one account. Each save keeps $25,000; CX Pro is $8,500 per org per year, so one save covers it almost three times.

How the math works. The example company loses 40 accounts a year. Each one you save keeps $25,000 of renewal revenue. Divide the revenue kept by the $8,500 CX Pro subscription to get the return.

Illustrative model, returns rounded. Prices as listed on Salesforce AppExchange, Nov 2026.

THE PICTURE

Revenue kept dwarfs the cost in every scenario.



Illustrative example: 400 accounts, $25,000 average annual revenue, 10% churn.

THE PLATFORM CHOICE

Where the answers live decides who acts on them.

	Native Salesforce app	Bolt-on survey tool	Enterprise XM suite
Where answers live	**On the Salesforce record**	Vendor cloud, synced in	Vendor cloud, via connector
Low score to owner	**Automatic case, owner and due date**	Usually an alert or manual task	Possible; often a setup project
Who runs it	**Your Salesforce admin**	Admin plus a sync to maintain	Specialist team or partner
Pricing	**Fixed price per org**	Often per seat or response	Enterprise contract

Data stays in your org

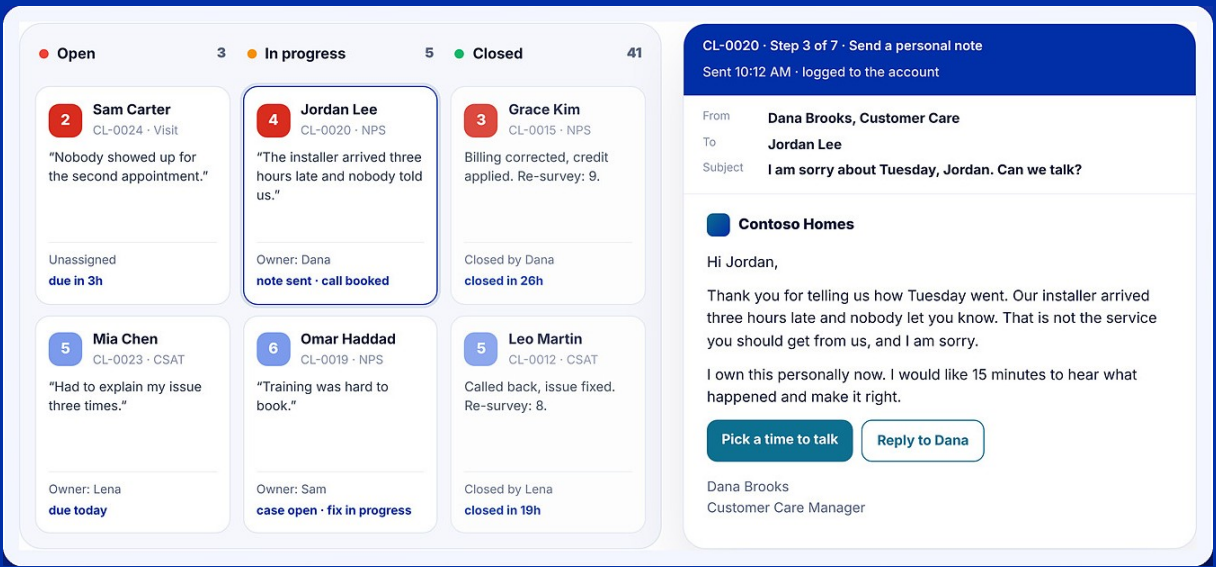
Live in days, not months

From $3,500 per org per year

Category comparison of typical patterns; individual products vary. Check each vendor for current terms.

HOW IT WORKS

Every unhappy answer gets an owner, a deadline and a reply.



1

Low score arrives

by email, SMS, WhatsApp or web

2

Case opens

owner and due date set automatically

3

Loop closes

personal reply sent and logged

Real screen from NPS Survey CX OS, running inside Salesforce. Names are sample data.

COPY THIS

The one-page business case your CFO will read.

Problem	We lose about $1M a year to churn. Unhappy customers tell us first, but nobody owns the follow-up.
Proposal	Every low score opens a case with an owner and a due date, inside Salesforce.
Investment	CX Pro, $8,500 per year. No new systems; our admin runs it.
Return	Saving 8 accounts keeps $200,000 a year. Break-even is one account.
Proof in 30 days	Pilot on one team; track loops closed on time and renewals at risk.
Ask	Approve a 7-day trial now and a 30-day pilot this quarter.

Replace the example numbers with yours: the ROI calculator prints this page with your figures.

BE READY

Five questions finance will ask, answered.

01 **What does it cost?**

From $3,500 per org per year (CX Lite); CX Pro is $8,500.

02 **When does it pay back?**

In the example, one saved account covers the cost almost three times.

03 **Does customer data leave our systems?**

No. It runs natively inside your Salesforce org.

04 **How fast can we test it?**

A 7-day free trial on Salesforce AppExchange.

05 **How will we know it worked?**

Loops closed on time, renewals at risk, and revenue kept.

INTERACTIVE

Run your own numbers in one minute.

Accounts	400
Revenue per account	$25,000
Annual churn	10%
Accounts you save	1 in 5

Revenue kept per year

$200,000

Scan or tap to try the free calculator with your figures. It prints your one-page business case.

npssurveys.com/#roi

Example inputs shown. Revenue kept = accounts × revenue per account × churn × share of at-risk accounts saved.

YOUR NEXT STEP

See it run on your own customer data.

Book a 30-minute demo →

Pick a time that suits you; we send the invite. Prefer to try it yourself?
7-day free trial on AppExchange

Scan for the AppExchange listing

NPS Survey CX OS

Listed on Salesforce AppExchange

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