



BRINGING CX TO THE BOARDROOM

The RU-CX Experience ROI Engine
Measure Experience ROI in
Minutes. Not Months.

A board-ready analytics layer designed to be CFO-friendly. Turn CX + EX into numbers the finance team can validate.

MUSS HAQ CCCX –
Founder/CEO - RU-CX.COM
Director - Customer Institute

"If the board can't see the value, they can't fund the work."

Transform CX from being seen as a cost centre to a proven value driver.

What It Shows in Financial Terms:

- **Revenue at Risk:** Across your entire customer base and journey.
- **Recoverable Value:** Through targeted, data-backed improvements.
- **Where to Focus:** Pinpointing the journey stages with the highest commercial impact.
- **Scenario Uplift:** Modelling the financial return of potential improvements.

Takeaway: Not vanity metrics. Not "trust me." Actual numbers, stage by stage.

RU-CX Experience ROI Engine
Quantify CX Impact

Bring CX to the boardtable

Quantify Your Experience ROI in Minutes, Not Months

Turn CX and EX into board-ready ROI, stage-by-stage across the customer journey. See what's at risk, what's recoverable, and where to focus next.

Most CX leaders are doing the work. The problem is the board can't see it in numbers they trust.

Create Free Account → View Demo Dashboard Book a Demo Download the Guide (PDF)

Start free. Run 1 assessment and 2 scenarios. See a tailored demo view based on your industry. Ideal if you need a board pack for the next budget meeting. Private by design. Your inputs stay yours — encrypted, user-only, and never shared. RU-CX does not use your data for model training.

Your Data Is Protected

- Your assessments are visible only to you
- Fully encrypted storage
- We never sell or share your ROI data
- Your inputs are not used to train AI models
- Delete your data anytime

SECURE & PRIVATE
YOUR DATA. YOUR CONTROL.



Your Data Is Protected

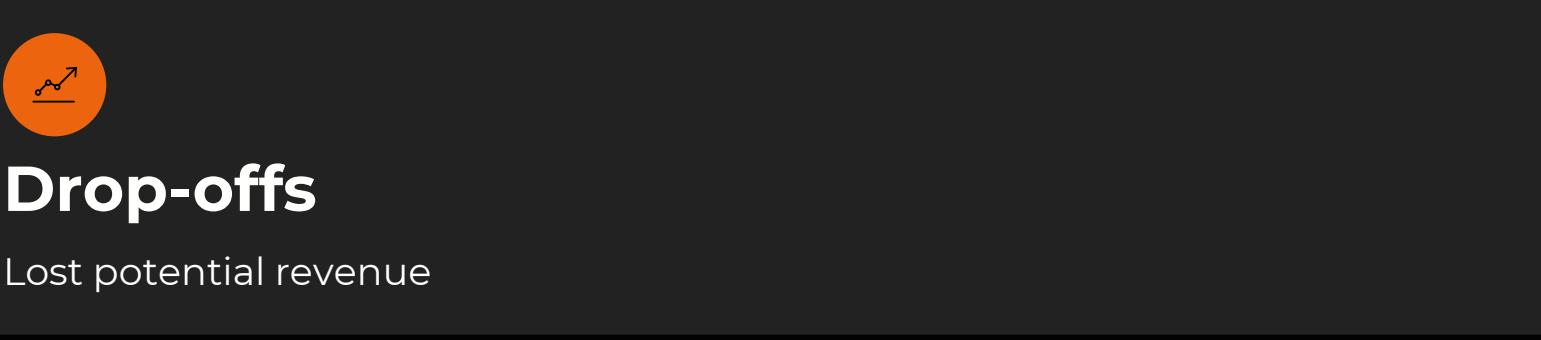
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The Universal Language Every business understands:

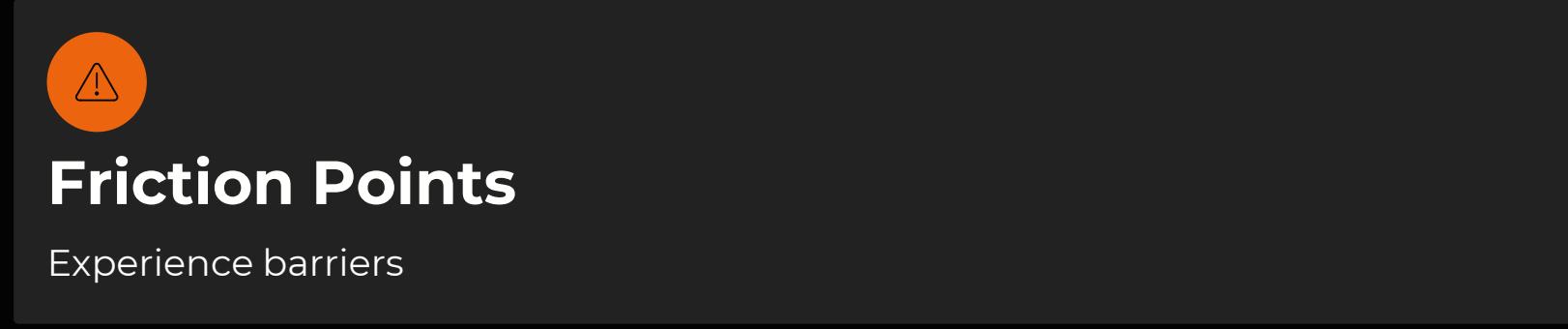
The Customer Journey

"This is the map of how your company creates or destroys value."

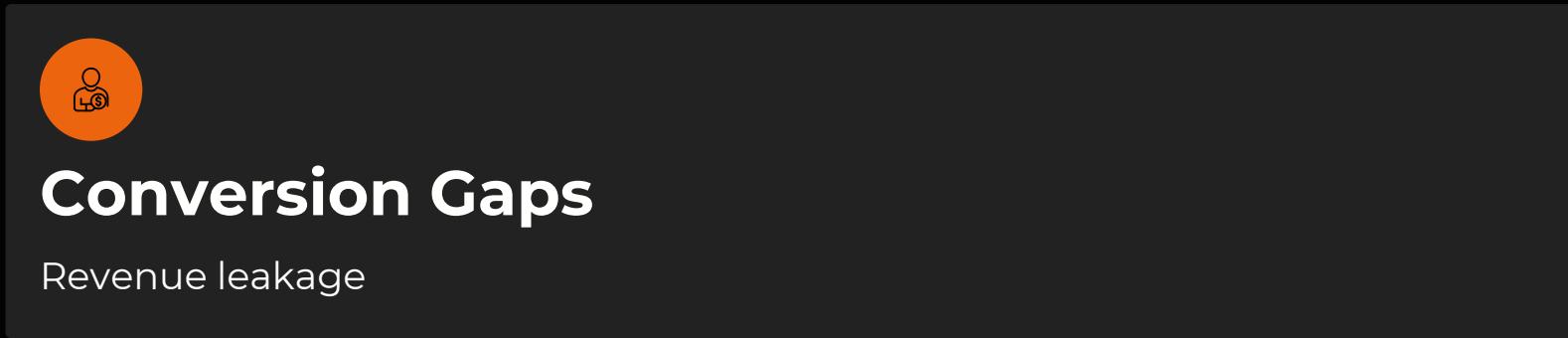
The Engine that transforms experience data into concrete financial figures that executives trust.



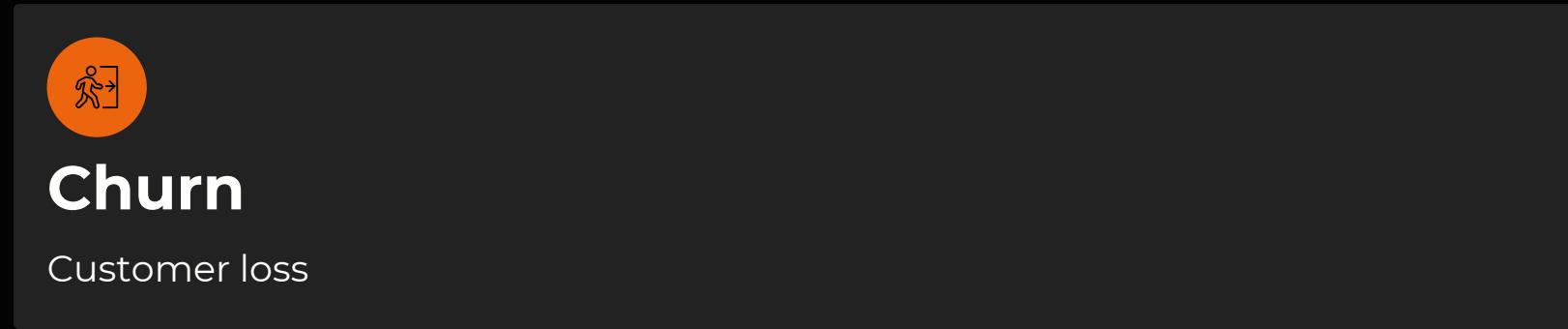
Drop-offs
Lost potential revenue



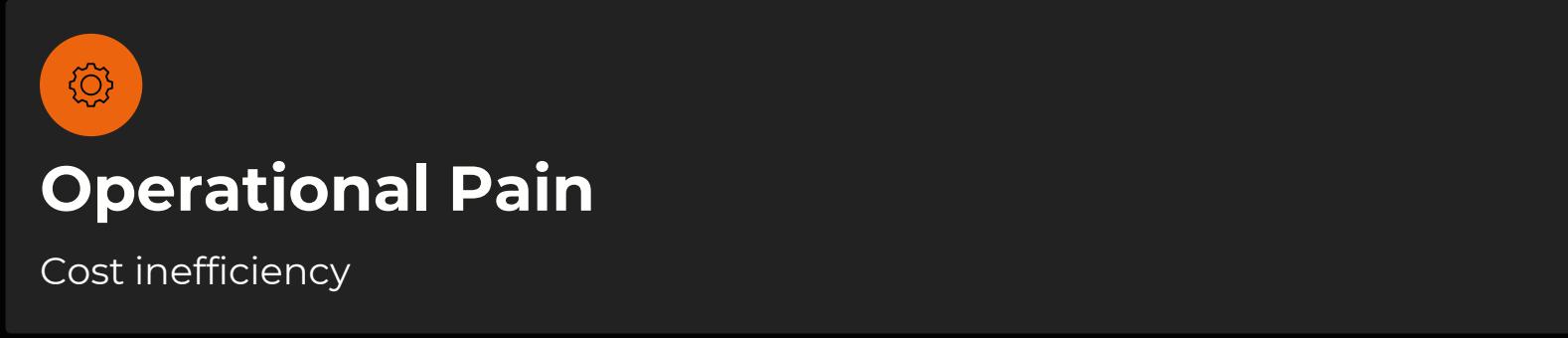
Friction Points
Experience barriers



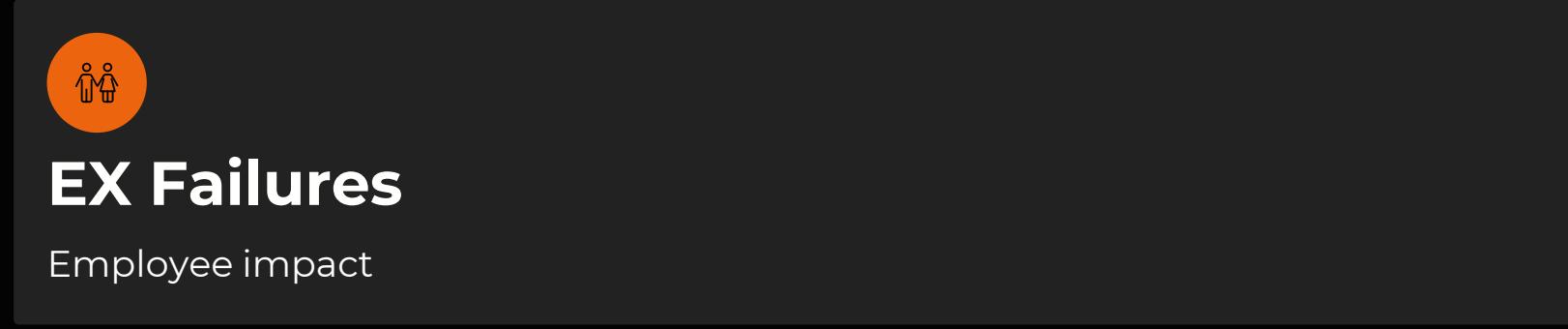
Conversion Gaps
Revenue leakage



Churn
Customer loss



Operational Pain
Cost inefficiency



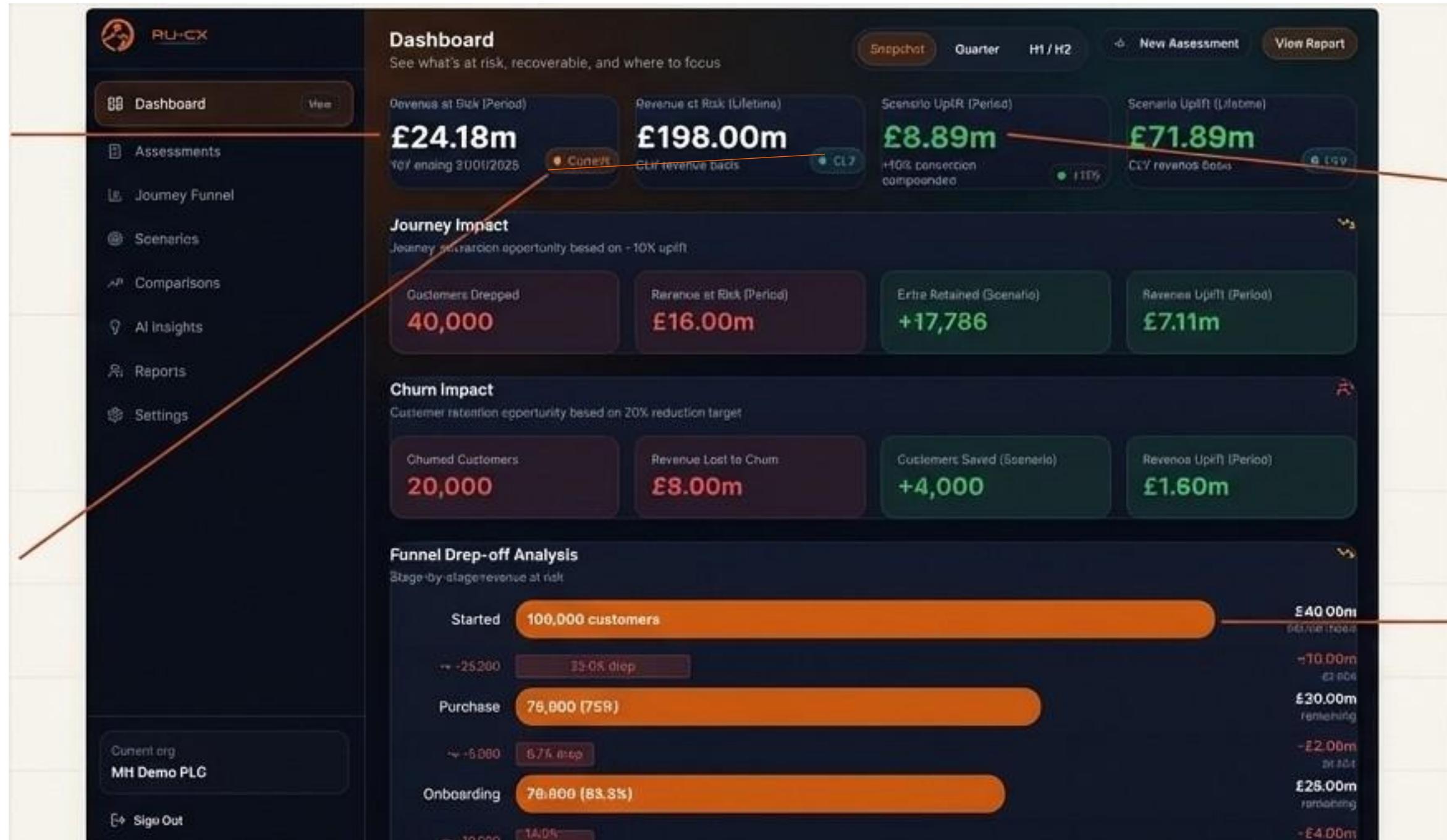
EX Failures
Employee impact

This is how CX becomes measurable, defensible, and impossible to ignore.

Instantly see what's at risk, what's recoverable, and where to focus

A period-based view of value leakage throughout your customer journey is essential right now.

The Customer Lifetime Value (CLV) framework highlights the complete commercial impact of experience gaps..



Period-based recovery potential from targeted improvements to key journey stages.

Stage-by-stage revenue risk analysis to pinpoint the biggest leaks.

The Board Pack That Survives Budget Conversations.

Your customer story and commercial proof, on one page.



Executive Summary:

At risk vs. recoverable in clear revenue terms.



Leakage by Stage:

Identify exactly where to prioritise resources.



Churn Impact:

Retention risk is shown independently for clarity.



Scenario Options:

Model investment levels and show potential returns.

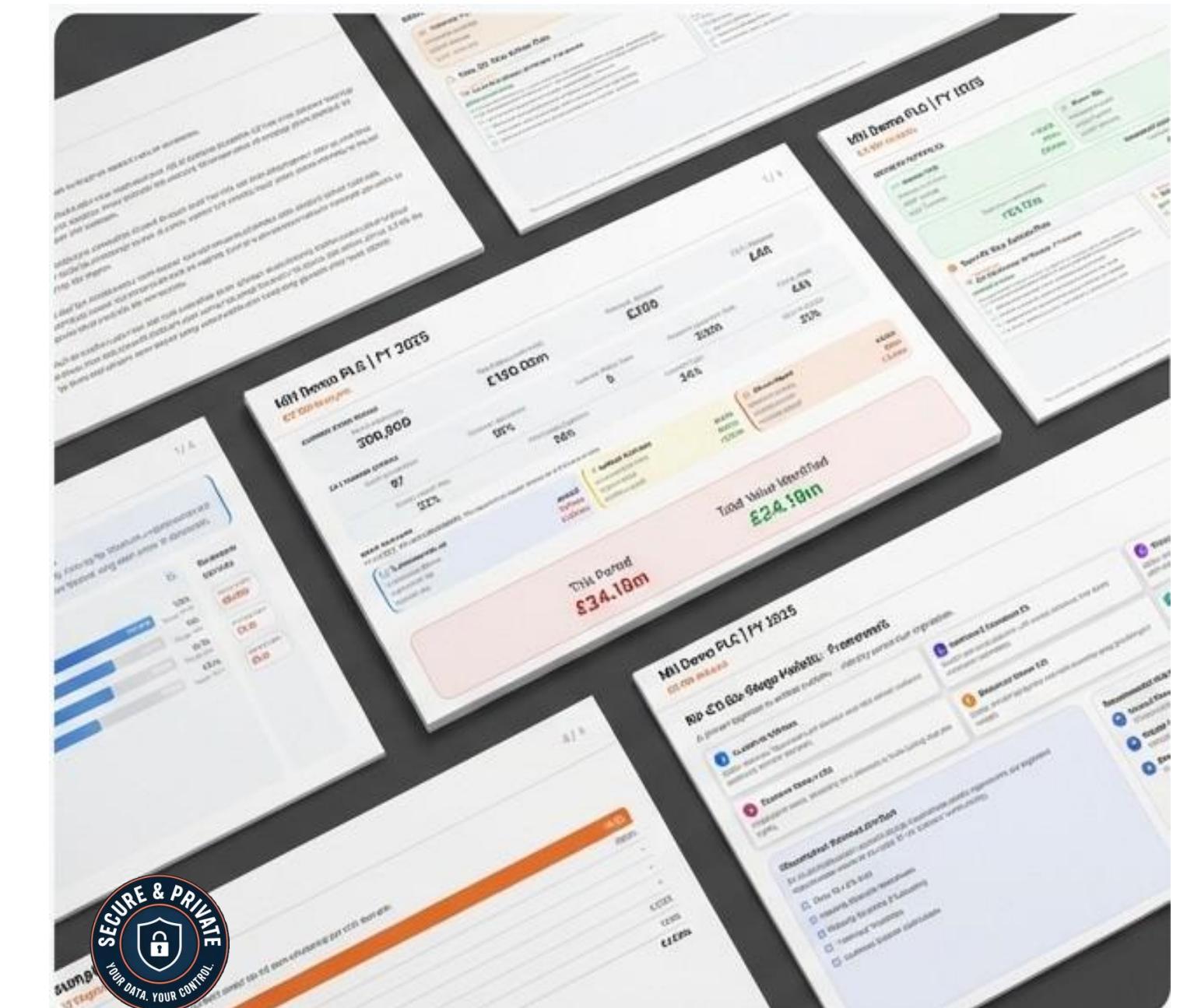


Assumptions Page:

Transparent methodology for CFO sign-off.

Transparent Maths. No Mystery.

The methodology is designed to survive CFO scrutiny. No black boxes. No magic numbers. Just clear commercial logic.



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A Single Source of Truth for the Entire Leadership Team

Made for cross-functional alignment, not another dashboard that gets ignored.



For CX Leaders

Protect budgets and prove the value of experience investments with commercial evidence the board can't ignore.



For Marketing / Growth

See exactly where customers leak from your funnel and what it's costing you.



For Ops / Service

Prioritise and identify operational friction points that drain resources and damage retention.



For Finance/ Board

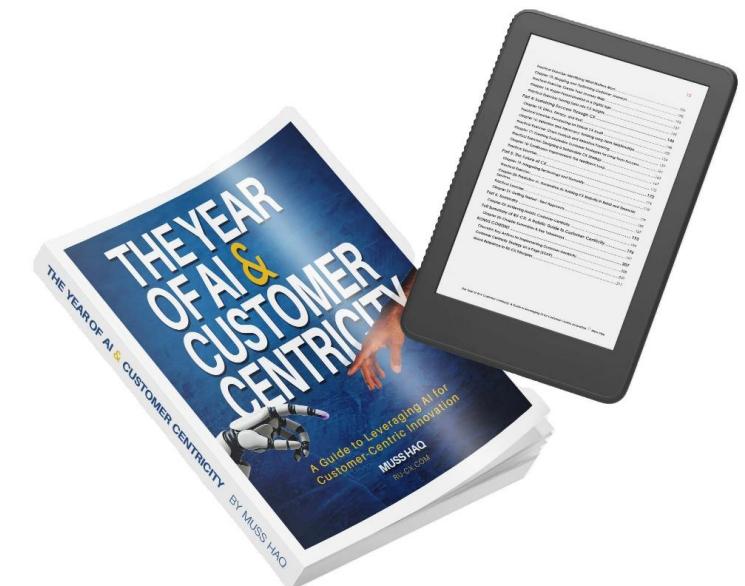
Validate assumptions with a transparent methodology and a clear line of sight to revenue.

Technology That Amplifies Humanity, Not Replaces It.



Muss Haq,
CEO/Founder @ RU-CX.

With nearly 30 years of experience in customer experience and data analytics, he drives business transformation through his RU-CX Holistic Framework and #HumanFirst philosophy, building sustainable growth and customer loyalty.



Author of "The Year of AI and Customer Centricity."

“This book is my way of reminding leaders that the future isn't just **digital-it's deeply human.**”



The RU-CX Holistic Framework:
A six-stage customer-centric approach that creates seamless, emotionally engaging experiences.

Access, pricing, and next step

Run your numbers for free. You only pay when you export.

How it works:

- **Create a free account and run your numbers through the platform**
- **Explore dashboards, funnel, and scenarios using your inputs**
- **Export the board-ready report when you're ready**

Launch offer pricing*

£499 one-time report export

£199/month annual subscription (12-month term)

**Launch offer pricing for early users. Pricing may change as the platform expands.*



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Next steps:

Option 1: Book a demo

If you want to see it live with your journey stages, I'll walk you through it.

Option 2: Join the January pilot -

Limited spaces available - Built for CXO/CMO board conversations

Built for the board conversation CX leaders keep getting pulled into.

Get the commercial story you need for your next Board meeting.

The **RU-CX Experience ROI Engine** gives you the **transparent math** that **connects experience to revenue** outcomes that the **CFO** can validate. No vanity metrics. No trust-me slides.



Start mapping your customer journey and see initial insights in minutes. No credit card required.



Let us walk you through the platform using your own scenarios.



Join other C-suite leaders testing the engine to build their board packs.