



## PRESS KIT

Jeannie Walters, CCXP, CSP



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WELCOME



## Jeannie Walters: Your Customer Experience Strategy Source Expert

In today's business world, making customer experience (CX) a strategic, companywide initiative has never been more important. Customer loyalty is declining, yet customer demands are increasing.

Many enterprises are at a loss as to what to do — especially those that don't realize customer service is just one component of customer experience.

There may be no better person in the world to address this topic than award-winning, certified CX expert, USA Today best selling author, podcaster, international keynote speaker, and Experience Investigators CEO Jeannie Walters. She's trained and advised teams at many Fortune 500 companies, including Verizon, PayPal, Comcast, Allstate, and JPMorgan Chase.

### Explore Our Newsroom

In the [Experience Investigators newsroom](#) you can access our press releases in the "[New & Trends](#)" section to see our latest announcements and insights that continue to shape how organizations must prioritize customer experience as a business discipline. Or visit our "[In the News](#)" section, where you can see how Jeannie Walters' expertise is impacting business thought leadership.

The "[Press Kit](#)" section will have all the background information and media assets you'll need in working with Jeannie on your story.

Let us know if we can connect you with Jeannie for an exclusive, one-on-one interview by completing [this contact form](#).

Thank you. We look forward to working with you.

*Experience Investigators Media Team*





**Jeannie Walters, CCXP, CSP**, is an award-winning certified customer experience expert, USA Today best selling author, CEO, and international keynote speaker who does more than cite examples – she shows you how to implement strategies for real results.

As the Founder of Experience Investigators, Jeannie and her team bring more than 20 years of experience making a lasting impact across a broad set of industries – from healthcare and highly regulated financial and insurance environments, to higher education, software, and hospitality. She’s worked with a diverse roster of brands (many being Fortune 500 brands), including JPMorganChase, SAP, BASF, PG&E, City of Tampa, Orangetheory Fitness, Comcast, and more.

Jeannie reveals how any leader can win with her proven method to drive performance, retention, and revenue by making customer experience their greatest competitive advantage in her book, “Experience Is Everything: Making Every Moment Count in the Age of Customer Expectations.”

Jeannie is recognized as one of the most influential voices in the industry by sources such as LinkedIn. More than 800,000 learners have taken her LinkedIn Learning courses, and in 2023 she launched CXI Membership™ to provide overwhelmed leaders with guided support and practical tools that drive real progress.

Jeannie’s insights – previously featured in Forbes, NPR, The Chicago Tribune, The Wall Street Journal, and more – highlight her passion for demystifying customer experience and helping organizations make every moment count.



# AWARDS RECOGNITIONS



USA Today Best Seller



Top CX influencers to follow in 2026 (#3)



Top 10 CX podcasts to listen to in 2026 (#4)



Best Patient Experience Consulting Services in the USA



Top Podcasts from Thinkers360 Thought Leaders



70 Best Customer Experience Podcasts



Top 50 Global Thought Leaders and Influencers on Customer Experience 2025



Women In CX (WiCX) - Awesome Women to Follow in CX 2025



10 Women in CX to Follow

## TOPICS/QUESTIONS



As one of the world's leading customer experience (CX) source experts, Jeannie Walters is the perfect person to address topics like:

- Why will delivering outstanding customer experiences matter more than ever to businesses in 2026?
- How do organizations connect AI to customer experience?
- How can companies shift from reactive customer service to proactive customer experience strategies that prevent problems before they occur?
- What are the common assumptions that keep organizations from becoming truly customer-centric — and how can leaders overcome them?
- Why do most customer experience initiatives fail?
- What separates companies that see measurable ROI from their CX investments from those that don't?
- How can business leaders gain cross-functional buy-in for customer experience when different departments have competing priorities?
- What role does employee experience play in delivering exceptional customer experiences, and how can organizations address both simultaneously?
- How should companies prioritize their CX efforts when resources are limited and expectations are constantly rising?
- How can organizations measure the business impact of customer experience beyond traditional satisfaction scores?
- What unique customer experience challenges do relationship-driven industries like B2B, healthcare, education, and government face — and how can they build CX strategies that account for long buying cycles and multiple stakeholders?



## FACTSHEET

**Website:** [experienceinvestigators.com](https://experienceinvestigators.com)

**Year Founded:** 2009

**CEO & Founder:** Jeannie Walters, CCXP, CSP

**Headquarters:** Chicago area

**Contact:** 312-676-1315

### Mission Statement

Creating Fewer Ruined Days for Customers

### Core Services

- Customer Experience Strategy & Consulting
- Training & Workshops
- Coaching & Consulting
- Speaking & Thought Leadership
- CXI Membership™ (launched 2023)

### Industries Served

Healthcare | Financial Services | Insurance | Higher Education | Software | Hospitality | Telecommunications | Fitness | Energy

### Select Client Portfolio

JPMorgan Chase | SAP | BASF | PG&E | Orangetheory Fitness | Comcast | Verizon | City of Tampa | Allstate

### Thought Leadership

- USA Today best seller: "[Experience Is Everything: Making Every Moment Count in the Age of Customer Expectations](#)" (Mission Driven Press/ Simon & Schuster, April 14, 2026)

- [LinkedIn Learning](#): 800,000+ learners across multiple courses
- [Podcast](#): Experience Action with Jeannie Walters
- Newsletter: The Weekly Win

### Media Recognition

Featured in: Forbes | NPR | The Chicago Tribune | The Wall Street Journal | Harvard Business Review

### Key Differentiator

Pioneering the movement from "Reactive Customer Service" to "Proactive Customer and Employee Experience"

### Proprietary Framework: [The CXI® Navigator Framework](#)

- Intentional Success
- Customer Collaboration
- Cultural Commitment
- Experiential Innovation

### Social Media

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

### Years of Experience

20+ years transforming customer experience across industries

## THE CASE FOR PROACTIVE CX

“In today’s highly competitive and uncertain business landscape, proactive customer experience implemented at every level of an organization is a business imperative,” says Jeannie Walters, an award-winning customer experience expert recognized by LinkedIn and others as one of the most influential voices in the CX industry.

The research below, drawn from leading global institutions, makes the financial case – in numbers that are hard to ignore.

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**Companies prioritizing proactive customer experience achieve 41% faster revenue growth and 51% better customer retention.**

Forrester’s 2024 US Customer Experience Index: Brands’ CX Quality Is At An All-Time Low (Jan. 17, 2024) [LINK](#)

**Bad customer experience could cost companies \$3.8 trillion globally in 2025 –** based on insights from nearly 24,000 consumers across 23 countries.

Qualtrics 2025 Consumer Experience Trends / via CX Network (Jan. 9, 2025) [LINK](#)

**Customer-centric companies achieve 2x the revenue growth** of their less customer-focused peers.

McKinsey & Company / via CX Network (Jan. 14, 2025) [LINK](#)

Improving a company’s Customer Experience Index score by just one point can **generate more than \$1 billion in additional revenue** for mass-market auto manufacturers – and close to \$570 million for auto insurers.

Forrester Research, “Improving CX Can Drive More Than One Billion Dollars In Revenue,” (Jan. 9, 2025) [LINK](#)

**32% of customers will stop doing business with a brand they love after just one bad experience**, and 73% of consumers say experience is an important factor in their purchasing decisions.

PwC, “Experience Is Everything: Here’s How to Get It Right” (Future of Customer Experience Survey, 2017/18) [LINK](#)

**80% of customers** say the experience a company provides is as important as its products and services.

Salesforce, “State of the Connected Customer,” Sixth Edition (2023) [LINK](#)

**Only 15% of companies actually incorporate customer insights** into decision-making – and only 23% regularly engage with customers to ensure their offerings deliver genuine value.

McKinsey & Company, as reported by CX Network, “The future of customer experience: 5 key trends for 2025” (Dec. 13, 2024) [LINK](#)

**Just 23% of CX decision-makers** say their program effectively highlights business benefits to leadership.

Forrester Research, “How to Measure Customer Experience Performance and Prove ROI” (2025) [LINK](#) (paywalled)

More than half of consumers (51%) express **concern about the lack of human interaction in AI-driven customer service** – and only 26% trust companies to use AI responsibly.

Qualtrics, “Increased Expectations, Declining Loyalty; Qualtrics Announces 2025 Consumer Experience Trends” (Oct. 15, 2024) [LINK](#)



## MEDIA ASSETS

[CLICK HERE](#) to download any of these, and other, assets.

Headshots: Jeannie Walters, CCXP, CSP



Book: Experience is Everything



Logos: Experience Investigators



Action Shots

