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Let’s be honest: if your customer experience is just “*fine*,” you’re already in trouble.

In a market saturated with options and shaped by rising expectations, mediocrity isn’t neutral—it’s a business risk. Forgettable experiences quietly drain profitability, loyalty, and growth. Yet many organizations cling to them. Not intentionally, but unknowingly.

It’s time to change that.

## The Hidden Cost of “Good Enough”

As CX strategist [Lior Arussy](#) wrote in *Fast Company*, “[Delivering unremarkable value to customers is not just an act of taking them for granted—it comes with a heavy price.](#)”

That price shows up in five silent ways:

- **Profit erosion:** Forgettable CX puts price in the spotlight. Discounts get deeper. Margins suffer.
- **Missed growth:** Lackluster experiences don’t inspire repeat business—or upsell interest.
- **Referral drought:** Exceptional CX breeds advocates. Mediocrity breeds silence—or worse.
- **Churn risk:** You’ll spend 5–7x more replacing the customers you lose through apathy.
- **Reduced share of wallet:** When you don’t earn loyalty, customers diversify their spending.

Bottom line: “*Fine*” *doesn’t build trust, loyalty, or advocacy. It barely earns tolerance.*

## “We’re Already Doing It”: The 4 Most Dangerous Words in CX

False confidence kills more transformations than bad strategy.

Many organizations assume they’re delivering great CX simply because *they mean well*. But intention isn’t enough. CX must be **clear, consistent, and operationalized**—across every team and function.

Ask 10 people to define “exceptional experience,” and you’ll get 10 different answers. Without a shared language and embedded standards, even the best CX strategies stall or fragment.

## What's needed?

- A unified CX vision
- Tangible behaviors that reflect it
- Internal alignment on what “great” looks like
- Tools and metrics that reinforce, not confuse

Because if your teams interpret CX differently—or worse, unintentionally work against it—impact suffers.

## Why CX Change Hits a Brick Wall (It's Not Just Process)

Even when the strategy's right, change often stalls. Why?

**Cynicism.** It's the quiet killer of CX efforts.

The symptoms? “I've seen this before.” “This won't last.” “This too shall pass.”

Employees aren't wrong to feel that way. They've lived through the buzzwords, the banner campaigns, the “bold” initiatives that faded under pressure.

According to *Harvard Business Review*, employee belief—not strategy—is the #1 predictor of change success.

## So how do you rebuild belief?

- **Acknowledge the past.** Transparency earns trust.
- **Act, don't just announce.** Culture is built through behavior.
- **Start grassroots.** Peer-led change sticks.
- **Celebrate small wins.** Momentum matters.
- **Stay consistent.** Change fatigue fades when progress is visible and tangible.

## Turning Vision Into Reality: A CX Transformation Roadmap

So how do you move from *insight to action*?

Here's the 8-step roadmap designed specifically for Mercedes-Benz USA to help them become the #1 luxury brand in J.D. Power's Sales Satisfaction Index:

1. **Start with the truth.** Use real customer and employee feedback to find the gaps.
2. **Define the vision.** Make “exceptional” specific and measurable.
3. **Secure leadership commitment.** No sponsorship = no transformation.
4. **Map the journey.** From the customer's POV—not your org chart.
5. **Empower the frontline.** Give people the tools and permission to deliver.
6. **Set clear standards.** Codify what good looks like.
7. **Align incentives.** Measure what matters to customers.
8. **Win early.** Quick wins fuel belief and build momentum.

This isn't just theory. It aligned 360+ dealerships and 25,000+ employees around a new standard of excellence.

### **Mediocrity Is a Choice. So Is Momentum.**

Mediocrity isn't always obvious. It often hides behind words like “stable,” “fine,” or “good enough.” But in today's world, *good enough is the fastest way to irrelevance.*

The best CX leaders don't aim for average. They strive for impact.

### **Want to move beyond “meh” and turn CX into your competitive advantage?**

[Let's talk.](#) I help organizations build CX strategies that don't just sound good—they work. ●

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## *About the Author*

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Co-founder and President of Imprint CX, a modern marketing and customer experience services company.

Ed has achieved a very successful career by building relationships and providing innovative solutions to meet clients' needs. With over thirty years as a global researcher, management consultant, and business leader, Ed brings his experience, expertise, and passion to every consulting assignment.

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