



CELEBRATING 10 YEARS

CX AMPLIFIED

Turning Insights into Actions

Justification Toolkit

Making the Case for Professional Growth and Strategic Value



June 11, 2025

Client Feedback Tool (CFT) User Group



**Wyndham Grand Rio Mar Resort
Rio Grande, Puerto Rico**



June 12-13, 2025

CXps 2025 Conference



<https://clientexperience.org/cxps-conference/>

What is CXps 2025

CXps isn't just another conference; it's the only event dedicated exclusively to client experience (CX) for professional services. It's a transformative forum where CEOs and leaders from competing firms come together to openly and fearlessly share how they leverage Customer Experience (CX) and Employee Experience (EX) as strategic, operational tools to gain a competitive edge in their industries.

Unlike typical conferences where takeaways can feel abstract, CXps goes beyond theory and focuses on real-world application. Sessions and workshops are led by seasoned practitioners and consultants who share their hands-on experience, guiding you toward proven pathways for success.

You'll uncover insights on what's driving success, hear candid lessons learned from challenges, and delve into emerging trends across all CX/EX implementation stages.

In 2025, we celebrate the 10th anniversary of CXps, a milestone made possible by the hundreds of CX professionals who form our vibrant community. Each year, they join us at the CXps conference, united by our mission to shape a future where CX is a core business function across all professional services.

Who Attends CXps

Client Experience in Professional Services (CXps) is a thriving community of forward-thinking professionals from various industry verticals. They are all dedicated to differentiating their firms through exceptional client experiences and understand the critical impact that CX has on driving positive business outcomes.

Our attendee profile includes industry leaders, decision-makers, and influencers from architecture, engineering, construction, accounting, legal, consulting, information technology, and more.

Industry	Percentage
CEO/President/Principal	22%
CFO/COO/CIO/VP/CXO	24%
Director	19%
Manager/Industry Professional	35%

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What You Will Gain from CXps 2025

- Valuable best practices from various professional service sectors, ready to elevate your approach and drive your firm's success by integrating client experience into your strategic initiatives.
- Lasting connections with forward-thinking peers who, like you, are committed to innovation and growth. These colleagues will become trusted advisors and collaborators throughout your career, supporting you as you integrate CX and EX into your firm's strategic initiatives.
- New ideas with actionable steps and compelling business cases that reinforce the essential role of CX/EX in driving your firm's growth and differentiation.
- **... and much more!**

What Type of Educational Programming Does CXps Offer

Our educational sessions and workshops provide valuable content for those just beginning their CX journey and those who are CX veterans. View past programming [here](#).



Learn from CX experts as they discuss the latest trends, challenges, and solutions in the ever-evolving world of CX. In these TED-style talks, they will share firsthand accounts of what has worked, what hasn't, and the lessons learned along the way. You'll hear innovative approaches, fresh ideas, and new perspectives on addressing business challenges through impactful CX programs.

Key Takeaway Example: [🔗 Hear how one firm increased proposal win rate 31% with feedback](#)



Gain valuable strategic insights from top CX leaders and influencers who understand the transformative power of client experience. These dynamic 1-hour sessions cover a range of topics, from foundational CX principles and real-world case studies to successful CX programs and cutting-edge innovations that push the boundaries of what's possible in client experience.

Key Takeaway Example: [🔗 Learn how some firms are using CX to attract and retain talent](#)



Collaborate with your peers in small-group, roundtable workshops and apply CX foundations and fresh insights directly to your real-world business challenges. The hands-on approach to these interactive sessions, featuring focused exercises, will arm you with practical skills and actionable strategies, empowering you to drive lasting, meaningful change within your firm.

Key Takeaway Example: [🔗 Learn a new CX skill like Client Empathy Mapping](#)

TYPE OF EDUCATIONAL PROGRAMMING ... *continued*



Our panel discussion brings together experts to share diverse insights and real-world experiences on a relevant topic. Moderated by a facilitator, it encourages audience interaction, provides practical takeaways, and fosters networking opportunities. Attendees gain fresh perspectives and actionable strategies to enhance professional growth and development.

Key Takeaway Example: [🔗 Learn how CX leaders are aligning to support boardroom priorities.](#)



Client Savvy is thrilled to announce our participation in the SMPS Approved Provider Program, allowing us to offer CPSM (Certified Professional Services Marketer) CEUs at CXps 2025.

5 Tips for Building Your Case for Attending CXps 2025

01 Present the Cost

Create a breakdown of costs associated with attending the conference including registration fee, flight, transportation (to and from the resort), lodging, and meals. Note that conference has reserved a block of rooms at the discounted rate of \$279 per night (+ 22% daily resort fee, taxes, portage, and gratuity), and breakfast and lunch are provided during the conference.

02 Demonstrate the Value

Clearly outline how attending the CXps 2025 will enhance your work, benefit clients, and drive value for your firm. Review the programming schedule and identify the sessions most relevant to your role. Offer to share key takeaways with your team to maximize the impact of your attendance across your firm.

If applicable, also note:

- You can receive CPSM CEUs for the sessions you attend.
- The pre-conference [Client Feedback Tool \(CFT\) User Group](#) is included with your CXps 2025 registration.

03 Highlight the Takeaways

Expert-led sessions will deliver key insights, fresh strategies, and cutting-edge tactics for tackling real-world business challenges through client experience initiatives. You'll leave the conference equipped with actionable steps to immediately apply and drive success for your firm.

04 Expand Your Professional Network

Networking with industry leaders, decision-makers, influencers, and peers from diverse professional service firms will open doors to potential collaborations, new business opportunities, and lasting connections.

05 Develop a Coverage Plan

Organize a plan for who will manage your responsibilities during the conference to ensure a seamless workflow and minimal disruption in your absence.

SAMPLE

Justification Letter

NOTE: Remember to change the dates to June 11-13 if you plan to attend the CFT User Group; and if applicable, do not forget to mention the opportunity to earn CPSM CEUs.

Dear [Supervisor's Name],

I am seeking approval to attend the CXps 2025 Conference from June 12-13, 2025, in Rio Grande, Puerto Rico. This conference, hosted by Client Savvy, is the only client experience (CX) conference designed specifically for professional services.

The valuable educational sessions and workshops, led by seasoned CX practitioners and consultants, focus on real-world applications and offer actionable steps to integrate client experience into our strategic initiatives.

I will gain insights into what's driving CX success in other firms, hear candid lessons learned from those working in the CX trenches, and learn about emerging trends across all CX/EX implementation stages.

The networking opportunities with industry leaders, decision-makers, influencers, and peers from a wide variety of firms across the professional services industries will not only expand my professional network but could lead to new collaborations and business opportunities for our firm.

Here's an approximate breakdown of conference costs:

Airfare: \$\$

Round-trip airport transfer \$\$

Hotel (+ 22% daily resort fee, taxes, portage, and gratuity) **\$279**
This is the discounted conference rate. per night

Meals: \$\$
Breakfast and lunch are included during the conference.

Full conference registration fee **\$2,395**
This also includes the pre-conference Client Feedback Tool (CFT) User Group and all networking receptions.

Total: **\$X,XXX**

Attending this conference represents a strategic investment in both my professional development and our firm's continued success. By participating, I will gain valuable insights and resources that I'm eager to share with our team to drive growth and innovation. Thank you for considering this opportunity to strengthen our collective impact.

Sincerely,
[Your Name]



EMAIL



WEBSITE

Contact Us

Client Savvy is here to help you build a strong case for supervisor approval to attend the conference. If you need any additional assistance or help registering, please don't hesitate to contact us.

866.433.7322

help@clientexperience.org

<https://clientexperience.org/cxps-conference/>

Registration

Visit <https://register.clientexperience.org> to register.

REGISTER TODAY

Space is limited to the first 300 registrants!

<https://clientexperience.org/cxps-conference/>



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CXps 2025 has reserved a block of guest rooms for attendees at a discounted rate of \$279 per night + taxes and resort fees. Make your reservations early, as our block of rooms will go quickly.

Reservations must be made by May 22, 2025, to qualify for the discount.

[BOOK NOW](#)

Booking Dates

The reservation link allows attendees to book up to three days before and three days after the main event dates (June 8–16) at the contracted group rate. If anyone wishes to book nights outside of this date range, you must call the hotel directly to make a separate reservation at the prevailing guestroom rate.

Number of Rooms per Reservation

The link allows for one room per reservation. If you need to reserve more than one room, you must make separate reservations for each additional room.

