



THE CX GUY

TIMILEHIN OPADERE · CX & GROWTH STRATEGIST

BUSINESS GROWTH FRAMEWORK

— THE RETENTIVE ACQUISITION FLYWHEEL —

Great **Customer Experience** is the Ultimate Growth Hack

Stop pouring ad spend into a leaky funnel. Implement a structured **Inbound Methodology** that turns customer satisfaction into a self-sustaining revenue engine — dramatically improving your **LTV:CAC** ratio.

51%

⚡ **INSTANT ATTRITION RISK**

of customers will never buy from a company again after just **one bad experience**.

74%

🔄 **PURCHASE FRICTION TAX**

of buyers will switch brands if the buying process is **too complex**. Convenience wins.

HOW THE FRAMEWORK WORKS

A Self-Sustaining Growth Loop

Unlike traditional linear funnels, this is a flywheel — value delivered at each stage accelerates the next, creating compound growth momentum.



STAGE 00 · ENTRY



Lead Generation & Conversion

Attract high-intent prospects using inbound methodology. Engage with relevant content. Convert with frictionless onboarding.

Traffic

Lead Rate

CAC

Conversion %

STAGE 01 · CORE



Customer Satisfaction

Deliver seamless, frictionless value. Resolve issues at first contact. Build absolute confidence with every interaction.

CSAT

CES

FCR %

AHT

STAGE 02 · ADVOCACY



Business Recommendation

Convert satisfied customers into proactive brand advocates who actively promote your business to trusted networks.

NPS

Referral Rate

Reviews

STAGE 03 · GROWTH



New Customer Acquisition

Capture high-trust, pre-qualified leads via word-of-mouth. Referral leads cost less and convert at higher rates.

Referral-CAC

Pipeline

Close Rate

STAGE 04 · EXPANSION



Upsell & Cross-Sell

Maximize total LTV by offering logical expansions as the customer relationship deepens. Loops back to Stage 01.

LTV

NDR

Expansion MRR

FRAMEWORK METRICS BLUEPRINT

Measure What Drives Growth

STAGE	PRIMARY METRICS	FOCUS OBJECTIVE	CONTINUOUS GROWTH PLAY
● 00 · Lead Gen & Conversion	Traffic Conv. Rate CAC	Attract high-intent prospects & reduce cost per qualified lead.	Deploy content-led inbound strategy. Attract → Engage → Delight.
● 01 · Customer Satisfaction	CSAT CES FCR	Optimize time-to-value & minimize service effort.	Empower support with instant resolution authority. Aim for 90%+ FCR.
● 02 · Business Recommendation	NPS Referral Rate	Inspire proactive advocacy & organic reviews.	Automate referral campaigns after "Value Milestones" are reached.
● 03 · New Acquisition	Referral-CAC Pipeline	Reduce reliance on costly paid advertising channels.	Offer friction-free onboarding for pre-trusted referrals to close faster.
● 04 · Upsell & Cross-Sell	LTV NDR Expansion MRR	Expand recurring revenues through structural account growth.	Proactive value audits for timed, logical upgrade options.

🏆 THE BOTTOM LINE

World-class CX is not a cost.
It's your most efficient growth channel.

↑ **LTV**

RETENTION & EXPANSION

↓ **CAC**

ADVOCACY & REFERRALS

By treating customer satisfaction as a primary revenue driver, you systematically increase your LTV:CAC ratio — scaling faster, keeping customers longer, and dramatically lowering acquisition costs through the compounding power of advocacy and referrals.

3:1

HEALTHY LTV:CAC RATIO

∞

COMPOUNDING GROWTH



The CX-Guy Framework

Customer Experience · Business Growth · Inbound Methodology

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