

CX Detectives

How a serialized, detective-themed podcast put HGS Digital in the ear of the CX C-suite.

Host & Program Lead: Lyssa Myska Allen — VP & Global Head of Marketing, HGS Digital

Hosted: all 12 Season 1 episodes (Oct 2021 – Jun 2022) · **Produced with:** Caspian Studios · **Today:** CX Champions

[Listen to the show →](#)

5.0_{/5}

Apple Podcasts rating across all listener ratings

~20K

C-suite listeners reached in the first 6 episodes*

\$10K

All-in cost per episode — production + paid media

12

Episodes hosted & led — 100% of Season 1

THE CHALLENGE

HGS Digital sells complex CX transformation — automation, analytics, AI, and cloud — to a notoriously hard-to-reach buyer: the CXO, CIO, and COO. In a crowded category where every vendor claims the same outcomes, HGS needed a way to earn the attention and trust of senior decision-makers *before* a sales conversation — building category authority and a warm audience the brand could nurture over time.

THE IDEA

Rather than another "expert interview" show, the program was built on a **detective / mystery** conceit: in each episode the host "cracks the case" on a tough CX challenge alongside a guest CX leader. The framing made dry B2B subject matter genuinely fun and bingeable — and gave the brand a distinctive, ownable format.

As host and program lead, Lyssa set the editorial direction, booked and interviewed every guest across the season, and translated technical CX topics into clear, executive-friendly stories.

- **Audience:** CXOs, CIOs, COOs and CX leaders across B2B and B2C enterprises.
- **Format:** serialized, scripted "case file" episodes, ~30 minutes, one guest expert each.
- **Guests:** CX, product, and digital leaders from Banner Health, Qualtrics, Fetch Package, Common Thread Collective, and more.
- **Distribution:** Apple Podcasts, Spotify, Amazon Music — plus paid social amplification to a C-suite audience.

THE CONTENT ENGINE — ONE RECORDING, MANY ASSETS

Each episode was produced once, then cut into a full slate of owned and social content that multiplied reach far beyond the audio feed:

Long-form audio episode

Video clips

Audio bites

Social cutdowns

Blog & show notes

★ Guest-shareable assets

Every guest became a distribution channel — custom shareables gave each interviewee a reason to post the episode to their own executive network, extending reach for free.

WHAT LISTENERS SAID VERIFIED

Every public written review from the host's tenure was positive, and the show holds a perfect rating on Apple Podcasts:

★★★★★

"So excited!"

"Very informative show — I can't wait to hear more from."

kawika_g · 10/12/2021

★★★★★

"Super fun show!"

"Creative, interesting and fun! Can't wait to hear more!"

JLib21 · 11/19/2021

★★★★★

"Fun and educational!"

"Great takeaways and a fun format. Looking forward to future episodes!"

SalesGuy800 · 11/22/2021

RESULTS & IMPACT

Apple Podcasts rating	5.0 / 5.0 VERIFIED	Cost per episode	\$10,000 all-in
Written reviews, host era	100% positive VERIFIED	Asset types per episode	6+ formats
Episodes hosted (all of Season 1)	12 VERIFIED	Program longevity	Renewed → now CX Champions
C-suite listeners, first 6 eps	~20,000 SEE NOTE	Guest amplification	Every guest a channel

WHY IT'S AN EFFICIENT PROOF POINT

At **\$10,000 per episode — production and paid media included** — each recording also yielded 6+ content formats and reached a premium, hard-to-buy audience. Taking the ~20,000 C-suite listeners across the first six episodes at face value puts the blended cost near **~\$3 per C-suite listener reached** ($\approx \$60K \div 20K$) — before the long-tail value of an evergreen content library, guest relationships, and category authority for the brand.

SEASON 1 LINEUP — HOSTED BY LYSSA MYSKA ALLEN

01 Welcome to CX Detectives

02 Building Your CX from the Ground Up — Robin Laine, Transect

03 Getting Inside Your Customer's Head — Tim Ash

04 The Pandemic Pivot — Keren Lynch, Anaheim Ducks

05 Meeting End-User Needs — Boone Putney, Fetch Package

06 Balancing Automation with Human Interaction — Melissa O'Brien, HFS Research

07 The Move to Mobile — Harper & Ratner, Quantic

08 Scaling Up a DTC Brand — Orchid Bertelsen, Common Thread

09 Cracking Open the Case Files — S1 Highlights

10 Digital Transformation in a Regulated Industry — Alexandra Morehouse, Banner Health

11 Tackling CX in the Year of Agility — Bruce Temkin, Qualtrics

12 Improving EX & CX with Tech — Venu Gooty, HGS

A note on verification. The 5.0 rating, the three reviews, and the 12-episode Season 1 host credit are all independently verifiable on Apple Podcasts. The **~20,000 C-suite listeners (first six episodes)** and the **\$10,000/episode cost** are first-party figures from the team — internal analytics and paid-media reach, not confirmable from public sources since listener data isn't disclosed.

Sources: Apple Podcasts — CX Champions / CX Detectives (episode feed, ratings & reviews), podcasts.apple.com/us/podcast/cx-detectives/id1590030148 · HGS, hgs.cx/podcasts · Caspian Studios · Cost-per-episode and ~20,000 C-suite listener figures provided by program team (internal metrics).