



**ACX**   
 CHAMPION

 **CPPC**  
 CERTIFIED PROCESS  
 PROFESSIONAL CHAMPION



ACX & CPP CHAMPION®  
 PROSPECTUS

**GLOBAL TOP**  
**TRAINING 30**   
 CUSTOMER EXPERIENCE



## WELCOME

BP Group is an energized, cohesive community of ambitious business people. The Group's presence in the transformation landscape positions it at the cutting edge of innovation and change, steps away from the latest trends and key business and dynamic markets.

At BP Group, we value diversity and inclusivity. We have a strong track record of professional excellence and welcome candidates from all backgrounds who are driven to achieve their career and personal goals in the business world.

BP Group prides itself on open communication and team spirit. In fact, its alums frequently boast about it being one of the most amiable business groups.

The Group provides the space for everyone to succeed. It is committed to delivering first-rate mentoring, state-of-the-art thinking and practice for research and development, IT services, with strong coaching and mentorship support.

BP Group is not only a business community; it's a place where the experts get their hands dirty, are comfortable on the corporate ladder, and engage deeply in the business offerings. It's a network where one goes to support one another and build professional friendships for life.



- Thank you, Steve, for the high-quality and insightful training you delivered.
  - Your innovative approach, critical thinking & up to date case studies facilitated this achievement 🙌
  - **Muath Al-Azzam, Principal Services & Operations Specialist, Dubai Municipality, United Arab Emirates**



# COACHING & MENTORING

Launched in London in 2015—  
Now licensed in 140+ countries  
with more than 145,000+  
people qualified in the  
CEMMethod®

Designed for people who  
need to understand  
customer centricity  
practically, harness the  
power of CX, organize  
around customer-centric  
principles, and become  
guides and Mentors for their  
organisations.

**Delivered by**  
[www.bpgroup.org](http://www.bpgroup.org) (est. 1992)  
and 40+ global partners.  
There are four proficiency  
levels, each building on the  
other.

Ultimately, organisations  
should have ACX Mentors  
who can be licensed to  
Upskill their companies and  
partners.

**Underpinned by the  
CEMMethod®** - initially  
developed in 2002-5 (with  
companies like Virgin,  
Google and Amazon) and  
now in version 16, the  
program is based on the  
codified Next practices of  
the world's leading  
exponents of Customer  
Centricity.



**Offered as an Open & In-house program** – the latter can be customised for specific companies and businesses. Accreditation follows the completion of exercises and Assignments based on the participant's actual work.

Every year, businesses that create a great Customer Experience (CX) outperform those with low-quality CX in revenue, costs and service.

BP Group and its affiliates offer Accredited CX courses to help you and your team lead initiatives that improve CX for your brand.

This will help you attract more customers, satisfy them, and motivate your employees.

CX is a Team sport  
Accredited CX courses are an effective and efficient way to help your staff comprehend essential ideas and work more unifiedly. CX certification courses allow you to:

Harmonize your team with a mutual language, toolbox, and system of functioning to support implementation.

Understand fundamental concepts from BP Group & Affiliates research to progress your objectives.

Execute BP Group's Customer Experience Management methodology (CEMMethod®) through hands-on activities with valuable resources.

**CEMMethod®**





## A UNIQUE APPROACH

### Online or In the room

BP Group has been involved in customer experience for over thirty years and uses this extensive experience to identify the critical abilities that distinguish standout industry leaders.

### Microlearning

You can rapidly absorb the lessons and use them in your daily practices through a distinct microlearning approach that breaks down detailed material into short segments. This certification process is designed to fit your needs, whether you prefer to learn online at your own pace, interact with others online, or participate in a traditional classroom environment.

This flexibility lets you control your learning journey, making it easy to incorporate into your timetable and targets.



### What to Expect

BPG and affiliate Coaches organize and teach the courses, utilizing short-form videos in class to supplement the hands-on learning by-doing format. Subsequently, participants stay involved through podcasts, webinars, and quick case studies. This combination of active media and hands-on activities provides a fun and successful learning opportunity.

The content is structured to serve the needs of executives, veterans, and novice participants, with global groups that unite individuals from multiple areas and sectors.

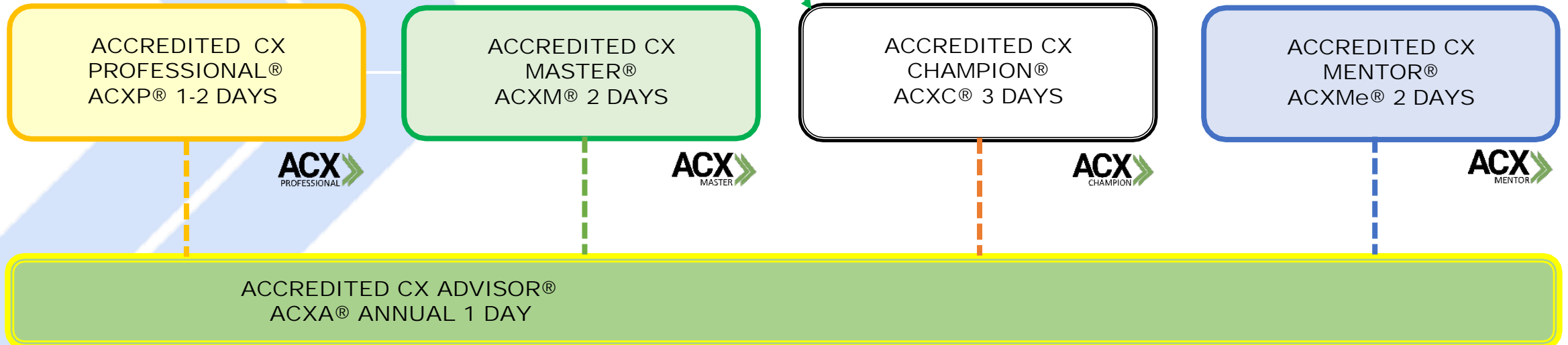
### What will you gain from the course?

This ACX/ CPP Champions course is a three-day workshop designed for those seeking advanced professional skills in Customer Experience transformation, CX alignment, CX Transformation, Outside-In methods, and CX innovation. In just hours, you can uncover CX and Process opportunities.

By enrolling in this course, you can expect to increase your efficiency by 30-60% within 30 days, leading to an immediate and substantial return on your investment. This rapid achievement of your goals will boost your confidence and empower you to set and achieve even bigger goals.

# BP GROUP & PARTNER ACX OFFERINGS

*“The ACX/CPX Champion program builds on your existing CX and Process qualifications and takes it to the next level. It is all about doing CX and Transformation at scale incorporating the latest best practices from leading customer-centric companies like **BMW, Tesla, Virgin, Emirates, Kroo, Progressive and Southwest Airlines.**”*



*“If you're already a certified Customer Experience Professional (ACX Professionals & Masters, CCXPs), ACXA® is not just an option; it's a necessity. It acknowledges your continuous growth in understanding, applying, and mastering the latest methods from leading customer-centric companies like **Zappos, Virgin, Lego, Kroo, Progressive and Southwest Airlines.**”*





## ACX/CPP CHAMPION® AGENDA

### Day 1 Business Transformation

**That's why, as an experience expert and business transformation leader, you need to craft a plan detailing why, how, and what to transform in your company alongside when the transformation will start showing results. The ACX Champions™ program guides you through the challenges and steps that will help you chart this successful course to change.**

Objective:

**Ensure your company and everyone representing you understands and can articulate the why, what, and how of transforming process to become a customer-centric company.**

### Day 1 (continued)

What we will cover...

- Developing a laser-like focus on Successful Outcomes
- Introducing the SIX Process and CX Competencies
- Creating a Process Transformation Ecosystem
- Migrating the company to a True North Alignment

**"A Process Transformation Ecosystem...is the articulation of the distinctive value, experiences, processes, and expectations your organization provides to a chosen set of customers.**

**It is both strategic and operational and defines and aligns with Successful Customer Outcomes, along with the offerings, channels, operating model, and capabilities you will need."**



# ACXM COURSE AGENDA



## Day 2: Organising for Success

"We trained hard—but it seemed that every time we were beginning to form up into teams, we were reorganized. I was to learn later in life that we tend to meet any new situation by reorganizing, and what a wonderful method it can be for creating the illusion of progress while actually producing confusion, inefficiency, and demoralisation."

**Petronius, AD43**

Objective:

**Breakthrough, the idea of simply moving people around and changing job titles, will improve processes and Customer Experience, especially since the reverse is often true. Organising for Success requires re-calibrating rewards structures and measurement systems to ensure they are 'Outside-In'.**

What we will cover...

- Evaluating existing metrics and reward systems to assess their suitability for the processes of today and tomorrow
- How to establish the appropriate 'means to the CX end' to migrate the old style to customer-centric disciplines
- Implementing either (a) bottom-up or (b) top-down structures that reinforce the delivery of Successful Customer Outcomes



## Day 3: Execution

**In an ever-changing world What do your customers need? Whether you are just delivering internal improvements, B2C or B2B simply identifying what customers say they want is no longer enough. Building and delivering a well-designed product for those consumers also isn't a guarantee of Success anymore.**

**Customers today have high expectations, low tolerance, volatile natures and want more than a product; they desire and need unique experiences. To do this, organisations must have the means to execute and grow their process and experience delivery in a rapidly changing world.**

Objective:

**To create reliably good processes and experiences by maturing CX management across the enterprise**

What we will cover...

- Organisation Readiness - the Outside-In Maturities Model
- How to Prioritize Resources to Focus on the Things That Matter
- Establishing the Outside-In Dashboard to ensure North Star Alignment
- Implementing a Robust system to engage the Entire Enterprise in continual innovation



# BPG Co-Founder & Chief Coach

Steve Towers



The BPG lead coach, Steve Towers, is an experienced business transformation leader with 40+ years of success in driving and achieving organizational goals in private and public sectors in various key 'C' leadership and top-level consulting positions.

He is recognised across several disciplines, including Business Process Management, Enterprise Architecture, Customer Experience, Objectives and key Results, and Lean Six Sigma.

An inspirational speaker with several Number One Best-selling books.

Steve previously worked for Citibank, leading restructuring and business transformation programs in the US, EMEA, and APAC.

Review Steve's profile: <https://linktr.ee/stevetowers>



## Affiliates & Partners include:

33 Years  
137+ countries  
140K+ qualified  
100+ coaches  
300+ mentors

### AFFILIATES, COACHES AND COMMUNITY



I have to say, every day since I left Denver, I have been able to apply some bit of learning that I got during the ACXM event into not only my job, but my personal life as well. Thank you so much for everything that you've done to advance the field of customer experience!

**Brett Gill, Regional Sales Manager, Morrison Container Solutions, United States**



THANK YOU so much for a really wonderful learning experience. This course provided a terrific holistic framework for how I can more richly think about MOTs. It's a terrific program that I'd recommend and encourage others to strongly consider!

**Jim Lecinski, Professor of Marketing, Kellogg School of Management, USA (former SVP at Google, where he invented the ZMOT and Micro-MOTs)**

An excellent course enabling the engineering of a great customer experience!

**Gavin Smith, Continuous Improvement Lead, Industrial Development Corporation, South Africa**







ACX ADVISOR 25 ACX PROFESSIONAL ACX MASTER ACX CHAMPION ACX MENTOR

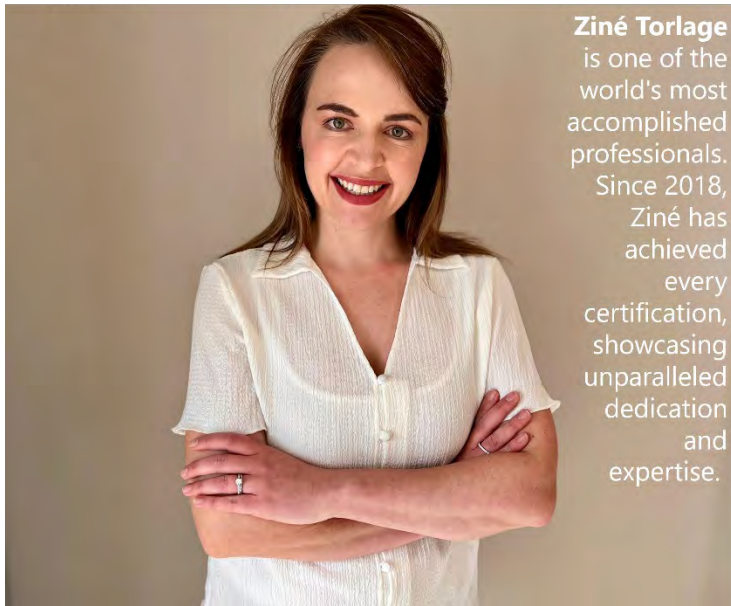
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**Ziné Torlage**  
is one of the  
world's most  
accomplished  
professionals.  
Since 2018,  
Ziné has  
achieved  
every  
certification,  
showcasing  
unparalleled  
dedication  
and  
expertise.

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