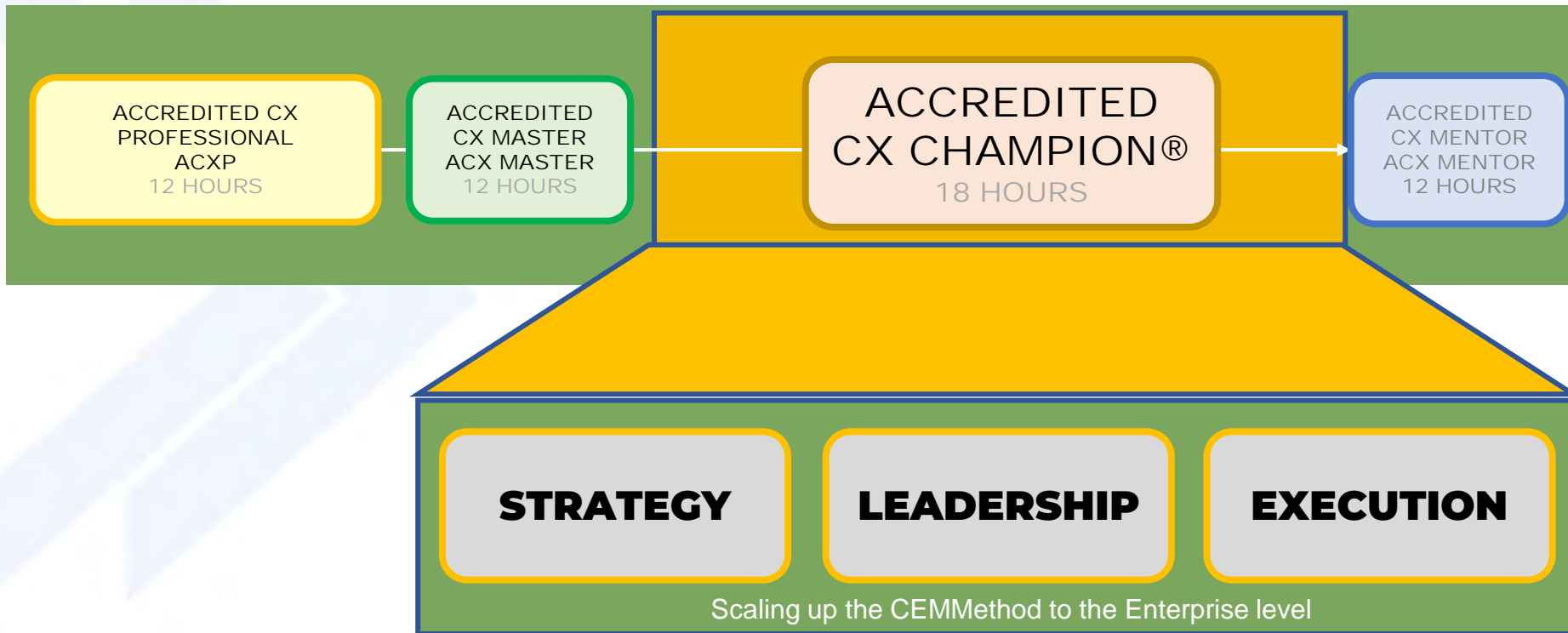


Accredited Customer Experience Champion® Training Agenda



ACCREDITED CUSTOMER EXPERIENCE® PROGRAM



ACX Champion - 3 Days Live

Who should apply to become a ACX Champion?

Calling all ACX Masters. This premier WORKSHOP is designed for those seeking advanced professional skills in process management and Customer Experience Transformation, Process management, Process and CX alignment, Process Transformation, Outside-In methods, and CX innovation.

These are the Outside-In Advanced CX Methods and Process Techniques that Deliver!

- **Uncover Process and CX opportunities in just hours**
- **Identify Actions that will reduce process inefficiency by 30-60% within 30 days of deployment**
- **Delight your internal and external Customers (making them your strongest advocates) through delivering Successful Customer Outcomes**
- **Innovate to compete, set the market trend and even dominate your industry**
- **Release significant costs, improve revenues and enhance service immediately (win the Triple Crown)**

The CPPC® program builds your professional competency in delivering these essential benefits in literally everything you do. Unleashing the power of Process and CX in your organization today.

CONTENT

A dynamic and comprehensive approach to creating and managing enterprise processes that deliver sustained high performance, encompassing the full range of management systems and practices. Content based on the experiences of hundreds of companies and the BP Group (www.bpgroup.org) networks ongoing research.



WHO SHOULD ATTEND

>> **ACX, CPP and COI Masters since 2016** <<

Process and Customer Experience (CX) transformations are enormous, complicated, and expensive.

To deliver robust and sustainable Success requires a systematic approach that ensures thousands of people can work together to consistently produce the optimum experiences across the complete customer life-cycle, including partners, employees, and digitization.

Most organizations are working hard to improve their processes and customer experience. However, there is still room for significant improvement in their operational and strategic transformations.

Delegates will build on their understanding of the CEMMethod® at scale to ensure their organization has a robust, sustainable and continual innovation capability at the heart of process and transformation.

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.

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."

Organizing 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 demoralization."

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. Organizing 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**

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**

Conclusion

The competent ACX Champion will be able to:

- **IDENTIFY THE SPECIFIC CUSTOMER CATEGORIES AND ALIGN YOUR SERVICES, PRODUCTS, PROCESSES, AND EXPERIENCES TO DELIVER SUCCESSFUL CUSTOMER OUTCOMES WITHOUT EXCEPTION**
- **MAKE SURE YOUR COMPANY AND EVERYONE REPRESENTING YOU UNDERSTANDS AND CAN ARTICULATE THE OUTSIDE-IN TRANSFORMATION APPROACH**
- **ENABLE THE COMPANY TO WIN THE TRIPLE CROWN CONSISTENTLY**
- **STRUCTURE THE ENTERPRISE TO FACILITATE THE PROCESSES AND EXPERIENCES YOU WISH TO OFFER CUSTOMERS**
- **OFFLOAD CUSTOMERS (AS A PRIORITY) WHO MAY NOT SHARE YOUR ORGANIZATIONS VALUES (IF THEY CAN NOT BE MIGRATED TO YOUR SERVICES AND PRODUCTS PROFITABLY)**



CUSTOMERS
INCLUDE
COMPANIES LIKE



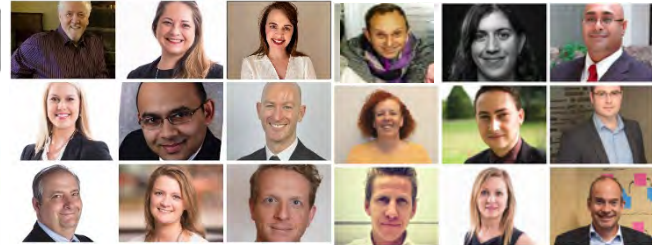
ACCREDITED BY:



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

AFFILIATES, COACHES AND COMMUNITY

ACX ADVISOR 2.0
ACX PROFESSIONAL
ACX MASTER
ACX CHAMPION
ACX MENTOR





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



Thank you, Steve, for the high-quality & 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 UAE





Thank you, the experience was enlightening, empowering, educating, encouraging and engaging.
Natasha Doren, Eskom Pension and Provident Fund, South Africa

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



Another fantastic learning, personal and professional development experience with you! **Lyall Shapiro, Head of Experience Design and Fulfilment Transformation, Australia**

Thank you Steve, very intense 4 days but amazing and already putting it into practice!

Edwin De Lange, CX Principle, Immersion Group, South Africa



Thank you so much Steve.. this achievement means a lot to me & huge credit goes to you.. looking forward for my next learning

Amal Shaira, Director– Head of Client Service Improvement, Business Planning & Strategy National Bank of Abu Dhabi, United Arab Emirates



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