

# The Certified Customer Experience Master® (CCX Master) Program (5 Levels) takes CX Training to a new level

Become a Certified Customer Experience Master (CCX Master®) through learning and experiencing the most practical, successful and proven toolkit for customer experience management

*Facilitators:*  
**Steve Towers**  
 &  
**James Dodkins**

**Certified CX Professional™**  
**(CCX Professional™)**  
 Levels 1 & 2: Two days

**LEVEL**

**1**

**CERTIFIED CUSTOMER EXPERIENCE PRACTITIONER**

## Advanced Customer Experience Management - Alignment to **SUCCESSFUL OUTCOMES**

Develop the insights and techniques to align all business activity with successful outcomes, and in doing so create the capability for the organization to win the Triple Crown i.e. reduce costs, improve revenue and enhance service. Go beyond the Triple Crown into Advanced CEM to way exceed the benefits derived from process based approaches such as Lean Six Sigma and Business Process Management. Create the 'game plan' that reaches and convinces the Lead team for immediate success.

- Understand the concept of successful customer outcomes and review recent case studies of global champions.
- Define successful customer outcomes for any process, product or service.
- Create the 7 step action plan for crafting successful customer outcomes.
- Develop the SCO Canvas for any process, product or service.
- Understand the substantive difference between customer wants, desires and needs.
- Learn how to identify clearly customer needs and expectations (even when the customer doesn't know it themselves)
- Understand current and future state customer journeys and customer experiences.
- Preview the Customer Experience Landscape (CX Landscape)
- Develop a Current State CX Model – individual, team and enterprise wide.
- Utilize CCX level one skills (learned on Day 1) in conjunction with the Customer Experience Management Method (CEMMethod) and the Advanced Customer Experience Management approach to analyze the Current State Model
- Assess the risk factors (organization and customer) identified in Current State Modeling
- Develop the Risk Assessment Profile against a matrix of the 8 key factors that drive performance improvement
- Prepare a Risk Assessment Profile that informs the Future State
- Develop and substantiate an action plan to mitigate risks

**LEVEL**

**2**

**FROM CCX PRACTITIONER TO CCX PROFESSIONAL**

## Advanced Customer Experience Management – Process **OPTIMIZATION**

Learn to apply CX diagnostics to existing CUSTOMER EXPERIENCES, calculate points of failure, and identify actions that can be taken to improve them. Develop a structured approach accessible by everyone in the Enterprise to enable immediate and significant performance improvements. Create a sustainable operational and strategic method suitable for both dramatic and steady state improvements. Apply CX diagnostics to any existing process or service.

- Understand and identify moments of truth, handovers and business rules
- Determine the magnitude of the points of failure performance factor
- Identify actions that can be taken to improve the customer experience.
- Identify actions that will significantly reduce the process points of failure
- Identify actions that can be completed in less than 30 days.
- Analyze the benefits versus cost (resource/time/degree of change) for each action
- Clearly identify “low hanging fruit” –actions that require minimal investment versus return
- Apply CX diagnostics to a customer focused (SCO) process.
- Determine the points of failure performance factors.
- Conduct a risk assessment on the business and customer including
- Identify actions that can be taken to improve the process.
- Review the various techniques and approaches to improving the customer experience (useful internal materials), and
- Understand and apply the Customer Experience Management Method (CEM Method v.10) as an advanced Enterprise wide strategic and operational approach
- Develop the Causal level of the CX Landscape

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*Masterclass prerequisite: CCX Certification 1&2*

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Certified Customer Experience Master™ (CCX Master™) Levels 3 & 4: 2 Days

LEVEL

3

FROM PROFESSIONAL TO MASTER

## Advanced Customer Experience Management - Process Innovation

Understand and create the Customer Experience Landscape to completely redefine the way processes are operated. By alignment with Successful Customer Outcomes we will uncover the true potential of customer experience management, and in doing so consolidate Triple Crown wins i.e. simultaneously reducing costs, improving revenue and enhancing service. Establish the right measures for continued success and integrate these into corporate measurement systems e.g. balanced scorecard and strategy maps.

- Use moments of truth to build the CX innovation landscape
- Create the CX Innovation Landscape that can be used to support strategic goals and successful customer outcomes
- Uncover the untapped potential of the customer experience to create market differentiation and market leadership.
- Find the natural form of the process within the process
- Create the Strategic Landscape of the Customer Experience
- Use the Strategic and Process Innovation Landscape to: identify the best tactical action that can be taken on a process
- Identify a CX Roadmap that takes us to a market leading position over time.
- Develop the principles to build an ongoing competitive market leader process profile that continuously resets the "market expectation."
- To leap the competition in a single bound (Superman CX Innovation)
- Create a Future State Model with the CEM Professional System
- Quantify business benefits of the Future State (typically double digit improvements to costs, productivity, revenues and service within 90 days)
- Prepare the means to integrate CEMMethod and Advanced Process Management into the Strategic and Operational objectives of the organization.
- Understand CX Maturities and the use of the ORCA CX audit approach.
- Articulate the challenge of Evolving CX in conjunction with the traditional approaches.
- Assess CX Maturity utilizing various approaches
- Compile the Plan of Execution

LEVEL

4

FROM MASTER TO ADVANCED MASTER

## Advanced CX Management - Performance Management

We explore and make our own the territory of Performance Management. Advancing beyond legacy approaches we review case studies and through hands-on exercises understand the changed perspective from customer experience management. Specific items covered include:

- Align your Performance Management systems to achieve successful outcomes
- Integrate Balanced Scorecard and Strategy Maps with advanced CEM
- Create an on-going performance improvement culture enabled through CEM
- Exploit process management for triple crown\* benefits with sustained high performance
- Develop performance metrics for end-to-end processes and the complete customer experience
- Link the customer experience to enterprise business goals
- Establish the CEM Scorecard for the Enterprise
- Integrate performance management with CEM to create sustained success
- Coach and align people for performance and customer experience management
- Establish a method to sustain continuous improvement (annual improvements 15-20%)

**HARNESS CUSTOMER EXPERIENCE MANAGEMENT TO DELIVER SUCCESSFUL TECHNOLOGY DEPLOYMENTS**

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*Masterclass prerequisite: CCX Certification Levels 1, 2, 3, 4*

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Certified Customer Experience Master™ (CCX Master™) Level 5:

LEVEL  
**5**

FROM MASTER TO ADVANCED MASTER

## Advanced Customer Experience Management - Integration & Implementation

CCX Level 5 brings it all together. Integration, we feature 'bridging the business IT divide' and integrating the sometimes disparate business functions into a cohesive 'Outside-In' delivery.

- The very latest research and challenges associated with deploying CEM successfully.
- Latest - Includes the SIX key questions you should ask when evaluating a customer experience management solutions vendor.
- Integrate your current technologies with the 'outside-in' business perspective
- Ensure the use of appropriate technology for delivering successful CEM
- Create a mutual alignment of business and technology to deliver success
- Create a framework to implement technology for innovative CEM improvements
- Develop and reinforce business and technology alignment
- Assess appropriate 'solutions' for varied business challenges
- Implement a robust framework for solutions identification, introduction and assimilation into existing CEM and process architectures
- Identify the skills and approach for best practice CEM technology delivery

Global Certification

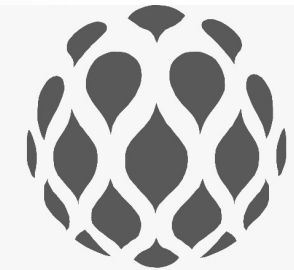
You will be joining more than 85,000 professionals across 116 countries. Since 2006 The BP Group and partners have worked with more than 4,000 global corporations.



CCX  
Practitioner



CCX  
Professional



CCX  
Master

**By Professionals for Professionals.**

**HARNESS CUSTOMER EXPERIENCE MANAGEMENT TO DELIVER SUCCESSFUL ENTERPRISE TRANSFORMATION**