

# CCXP Exam Resources

Gain knowledge of customer experience principles and practices for the CCXP exam and for your professional practice.

*As Recommended by the  
CCXP Advisory Committee*



# About These Resources

These resources have been compiled by the CCXP Advisory Committee to reflect a sample of literature that is aligned with the [CCXP Exam Blueprint](#) and would be useful in preparing to be a CX Professional or preparing to earn the CCXP designation. The document is reviewed periodically and resources will be updated as necessary.

While these resources are not required reading and should not be interpreted as constituting the sole source of all CCXP exam questions, candidates may find them useful when preparing for the exam. Each candidate should develop his or her own personal reading list and study plan based on individual needs and knowledge.

In addition to these resources, CCXP exam items can be referenced to any CXPA-curated knowledge — defined as information published or disseminated by CXPA, such as webinars, whitepapers, and member-curated content listed on [cxpa.org](http://cxpa.org) in the [CX Toolbox](#) or [Member Resources](#).

# Resources for the CCXP Exam

*Since the Certified Customer Experience Professional (CCXP) program began in 2014, the most common question applicants ask is:*

**“How do I prepare?”**



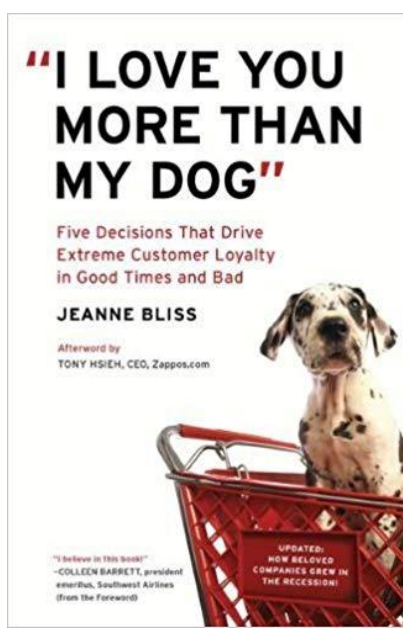
There is not one book, class or particular work experience to prepare you to meet the demands of being a customer experience professional. The well-rounded individual who meets the standards of the CCXP designation has benefitted from years of learning and experience in real world situations.

Reading is certainly a part of the process, so this guide provides materials infused with concepts and methods that are foundational to the customer experience practice. They are assembled from scores of recommendations received from customer experience professionals around the world. Our thanks to those generous people!

If you have materials that fuel your CX practice, send them to [ccxpsupport@ccxp.org](mailto:ccxpsupport@ccxp.org).



## Our Favorite Books

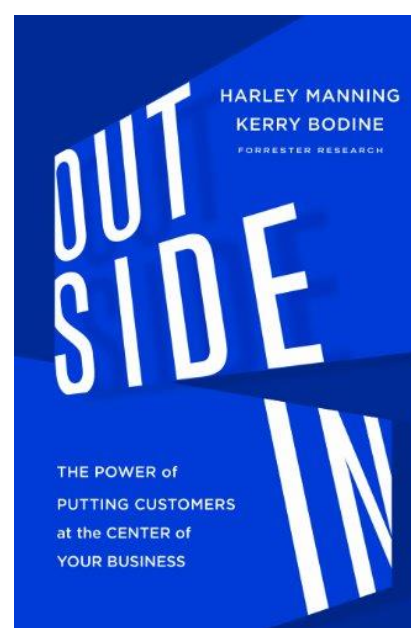


["I Love You More Than My Dog": Five Decisions That Drive Extreme Customer Loyalty in Good Times and Bad](#)  
by **JEANNE BLISS**

[The Customer Culture Imperative: A Leader's Guide to Driving Superior Performance](#)  
by **DR. LINDEN BROWN**

[The Man Who Discovered Quality](#)  
by **ANDREA GABOR**

[Strategic Customer Service: Managing the Customer Experience to Increase Positive Word of Mouth, Build Loyalty, and Maximize Profits and Customer Experience 3.0: High-Profit Strategies in the Age of Techno Service](#)  
by **JOHN GOODMAN**

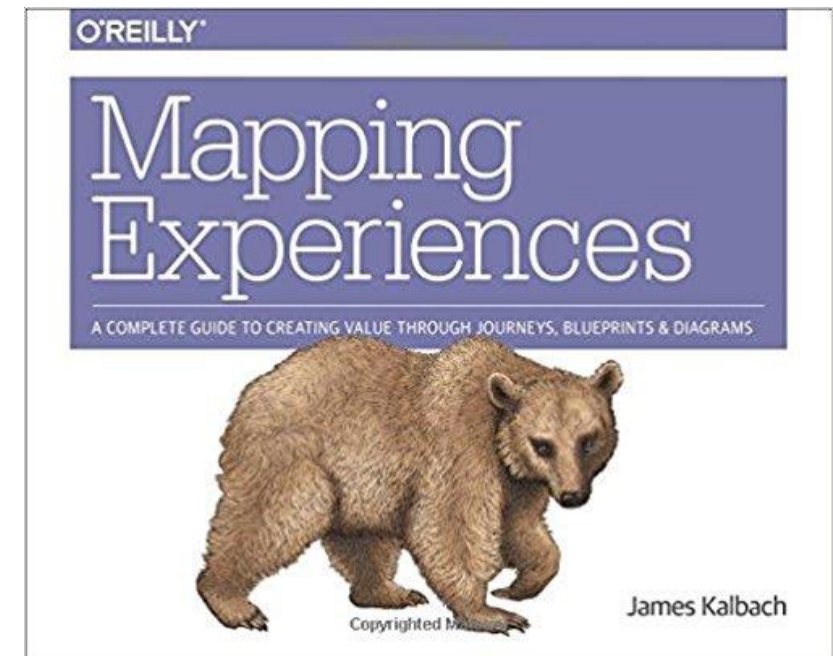


[The Field Guide to Human-Centered Design](#)  
by **IDEO.org**

[Lead With Your Customer: Transform Culture and Brand Into World-Class Excellence](#)  
by **MARK DAVID JONES and JEFF J. KOBER**

[Mapping Experiences: A Complete Guide to Creating Value through Journeys, Blueprints, and Diagrams](#)  
by **JAMES KALBACH**

[Outside In: The Power of Putting Customers at the Center of Your Business](#)  
by **HARLEY MANNING and KERRY BODINE**



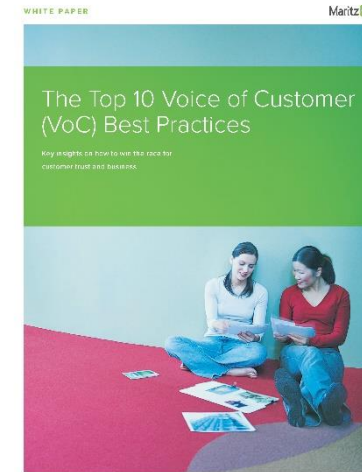
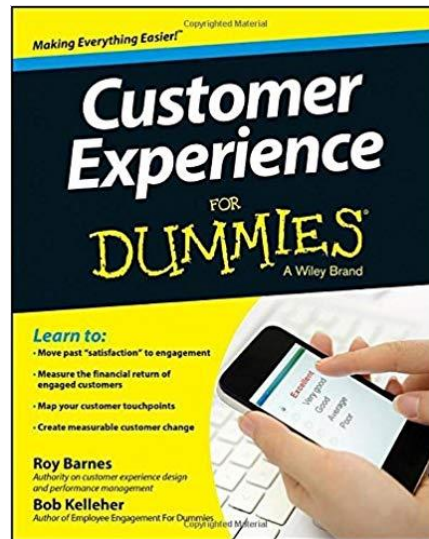
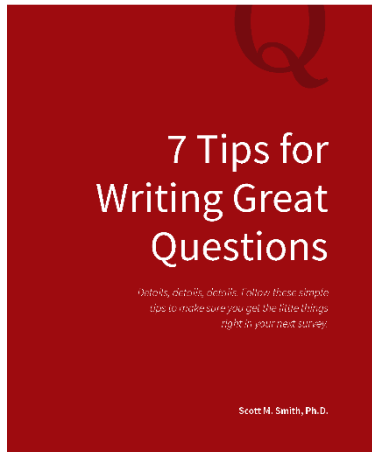
[Understanding Statistics in the Behavioral Sciences](#)  
by **ROBERT R. PAGANO**

[Wired to Care: How companies prosper when they create widespread empathy](#)  
by **DEV PATNAIK**

[Customer Experience For Dummies](#)  
by **ROY BARNES**

[Effective Customer Care \(Creating Success\)](#)  
by **PAT WELLINGTON**

qualtrics



## eBooks

[The Six Laws of Customer Experience](#) (FREE)  
by **BRUCE TEMKIN**

[The Top 10 Voice of Customer \(VoC\) Best Practices](#) (FREE)  
by **MaritzCX**

[7 Tips for Writing Great Questions](#) (FREE)  
by **QUALTRICS**



**Our  
Favorite  
Books**



## Our Favorite Research



### Qualtrics

Federated Customer Experience Model (\$195 - &2,995)\*  
by **BRUCE TEMKIN**

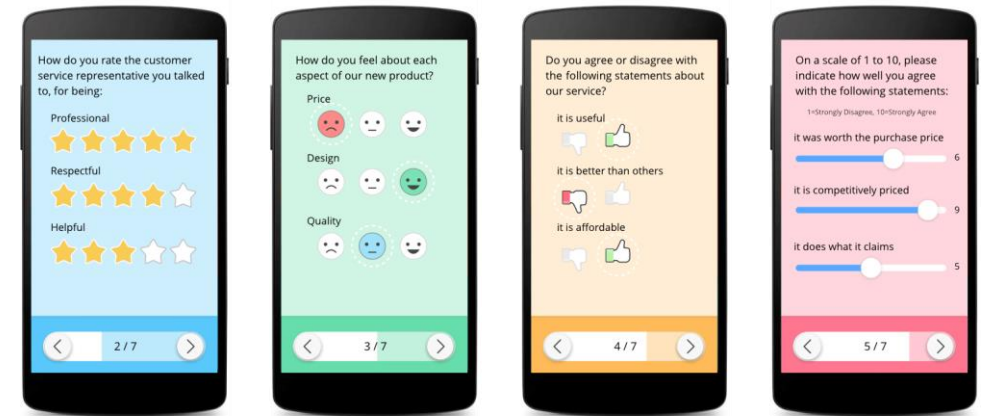
\*Price range is \$195 for individual and up to \$2,995 for unlimited access.

### Forrester.com

Customer Experience Strategy Best Practice (\$499)  
by **DEANNA LAUFER, et al**

How To Build The Right CX Strategy (\$499)  
by **DEANNA LAUFER, et al**

Seven Steps To Successful Customer Experience Measurement Programs (\$499)  
by **MAXIE SCHMIDT-SUBRAMANIAN**



<https://www.surveylegend.com/mobile-phone-ready-surveys/>

[From touchpoints to journeys: Seeing the world as customers do](#) (2016)  
by **NICOLAS MAECHLER, KEVIN NEHER, ROBERT PARK**

[Linking the customer experience to value](#) (2016)  
by **JOEL MAYNES and ALEX RAWSON**

[How to Build a Customer Journey Map that Works](#) (2016)  
by **STEVE OFFSEY**

[How to Create an Effective Business Case for CX](#) (2016)  
by **NANCY PORTE**

[The Six Laws of Customer Experience](#) (2014)  
by **BRUCE TEMKIN**

[Ways to Make Sure Your Journey Maps Improve Customer Experience](#) (2016)  
by **THE TANDEMSEVEN EXPERTS**

[Why You Need a Closed Loop Process for Customer Experience \(CX\) Surveys](#) (2017)  
by **GEORGE KUHN**

["Inner Loop": The Secret to Individual Learning and Connections with Customers](#) (2015)  
by **ROB MARKEY**



[Customer-Centric Recipes](#) (2015)  
by **JEANNE BLISS, Customer Bliss**

[We Have Metrics — Now What?](#) (2015)  
by **DANIEL BROUSSEAUM, Forrester**

[Diagnose Your Customer Culture](#) (2014)  
By **LINDEN R. BROWN and CHRIS L. BROWN,**  
Harvard Business Review

[Key Driver Analysis: A Researcher's Swiss Army Knife](#) (2016)  
by **KEVIN GRAY**

[Employee Engagement in Superior Customer Experience](#) (2015)  
by **LYNN HUNSAKER**



**Our  
Favorite  
Articles**

# We hope you enjoy these resources

Have other suggested resources you'd like to share?  
Send us an email with the title and link to the resource to: [ccxpsupport@cxpa.org](mailto:ccxpsupport@cxpa.org).

