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 Exam Resource Guide Committee, a sub-committee of 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 in the CX Resource Library.
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 for the CCXP Exam?

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 benefited from years of learning and experience in real world situations.

Participating in training or preparing with others is a common strategy. Many candidates undertake training, courses, mentoring, or collaboration with others.

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.
Customer-Centric Culture

BLOG
Experience Matters Blog
by various

BOOK
Fusion: How Integrating Brand and Culture Powers the World’s Greatest Companies
by Denise Lee Yohn
The Field Guide to Human-Centered Design
by IDEO.org
Outside In
by Harley Manning and Kerry Bodine

CASE STUDY
How Do You Engage Employees and Earn Customer Loyalty?

E-BOOK
Customer-Centric Recipes (2015)
by Jeanne Bliss, CCXP

ARTICLE
Harvard Business Review - 6 Ways to Build a Customer Centric Culture
by Denise Lee Yohn

WEBINAR
Building and Sustaining a Customer-Centric Culture
by Aimee Lucas, CCXP

WHITE PAPER
6 Ways to Build a Customer-Centric Culture
by Denise Lee Yohn
Ten Ways to Create a Customer-Centric Culture
by Shep Hyken
7 Secrets of Building a Customer-Centric Company Culture
by Micah Solomon
3 Ways to Build a Customer-Centric Culture
by Catherine Thurtle
Infusing Culture Throughout the New Employee Journey
by Aimee Lucas, CCXP
Organizational Adoption & Accountability

BLOG
Shep Hyken's Customer Service Blog
by Shep Hyken

BOOK
Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine
by Jeanne Bliss, CCXP
Customer What? The Honest and Practical Guide to Customer Experience
by Ian Golding, CCXP
Breaking Through, 2nd Edition: Implementing Disruptive Customer Centricity
by Professor Sandra Vandermerwe

E-BOOK
8 Steps to Accelerate Change
by John Kotter

WHITE PAPER
Activating Executive Commitment
by Bruce Temkin, CCXP
Federated Customer Experience Model
by Bruce Temkin, CCXP
VOC, Customer Insight & Understanding

ARTICLE
Inner Loop: The Secret to Individual Learning and Connections with Customers (2015)
by Rob Markey

WHITE PAPER
Four Ways to Shape Customer-Experience Measurement for Impact
by Victoria Bough
State of Voice of the Customer Programs, 2019
by Bruce Temkin, CCXP

ONLINE SUBSCRIPTION
Harvard Business Review
by various

PODCAST SERIES
Net Promoter System Podcast
by Rob Markey
The CX Cast
by Forrester
Experience Design & Improvement

ARTICLE
Customer Experience Is the Future of Design
by Chuck Longanecker

BOOK
How Hard Is It to Be Your Customer?
by Jim Tincher, CCXP and Nicole Newton, CCXP
What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services
by Anthony Ulwick
Mapping Experiences
by James Kalbach

PODCAST
Retrospective of CX/UX
by Forrester

WHITE PAPER
Customer Journeys That Matters Most
by Bruce Temkin, CCXP
Emotion-Infused Experience Design
by Bruce Temkin, CCXP
Behavioral Guide to Customer Experience Design
by Bruce Temkin, CCXP
Metrics, Measurement, & ROI

ARTICLE
Don’t Let Metrics Undermine Your Business
by Michael Harris and Bill Tayler
We Have Metrics - Now What? (2015)
by Daniel Brousseau, Forrester
Linking the customer experience to value
by Joel Maynes and Alex Rawson
by George Kuhn
Key Driver Analysis: A Researcher’s Swiss Army Knife (2016)
by Kevin Gray

BOOK
Measure What Matters
by John Doerr
Understanding Statistics in the Behavioral Sciences
by Robert R. Pagano

E-BOOK
7 Tips for Writing Great Questions Qualtrics

PODCASTS
CX Measurement topic area
by Forrester

WHITE PAPER
Why Looking For The Perfect CX Metric Is Futile — And How To Try Anyway
by Maxie Schmidt
ROI of Customer Experience, 2019
by Bruce Temkin, CCXP
Seven Steps To Successful Customer Experience Measurement Program
by Maxie Schmidt-Subramanian
Customer Experience Strategy

ARTICLE
Developing a Customer-Experience Vision
by Brooke Boyarsky, Will Enger, and Ron Ritter

How to Create an Effective Business Case for CX (2016)
by Nancy Porte, CCXP

BOOK
Strategic Customer Service
by John Goodman

Effective Customer Care (Creating Success)
by Pat Wellington

E-BOOK
The Six Laws of Customer Experience
by Bruce Temkin, CCXP

VIDEO
The Six Laws of Customer Experience (2014)
by Bruce Temkin, CCXP

WEBINAR
Design a Customer Experience Transformation
by Kevin Neher

WHITE PAPER
The Four Customer Experience Core Competencies
by Bruce Temkin, CCXP

The Federated Customer Experience Model
by Aimee Lucas, CCXP

Developing a Customer-Experience Vision
by Brooke Boyarsky

Customer Experience Strategy Best Practice
by Deanna Laufer, et al

How To Build The Right CX Strategy
by Deanna Laufer, et al
Thank you to the following volunteers for their time and talents

Vanessa Weathers, CCXP
Therese Steiner, CCXP
William Wilkins, CCXP
Catherine Jepsen, CCXP
Jayalakshmi Sudarshan, CCXP
Marnitz van Heerden, CCXP
Bryan Sander, CCXP
Fawad Younus, CCXP
Additional Resources

Have other suggested resources you’d like to share?

Please review the additional resources listed for other ways to gain additional CX knowledge.

Send us an email with the title and link to the resource to: ccxpsupport@cxpa.org