

Choosing the right resources to strengthen your CX knowledge and programs

CX seems to be everywhere these days as attested by 165 Million Google search results for the term “customer experience,” 46,900 for “CX consultant” and more than 500 Customer Experience book titles on Amazon.com. Add in LinkedIn Groups, software and service providers, and educational options and you have an overwhelming amount of CX-related resources.

With so many options available to you, choosing the right resources to help strengthen your personal CX knowledge or advance the CX success of your organization CX program is a significant decision as you are certain to invest time, money, energy, and attention – all extremely valuable resources. We hope that the questions outlined in this article will help you make a better-informed decision when selecting the resources to strengthen your personal or organizational CX practice. We look forward to watching your success!

Questions to Ask When Choosing a CX Resource

Is the source a true CX resource?

- The explosion of interest in CX has led many general business consultants, marketing firms, professional speakers, and digital transformation providers to represent themselves as CX solutions. The community consensus is that in order to be a true CX resource, four key interrelated elements essential to CX success must be represented
 1. a culture of customer-centricity
 2. holistic alignment of systems and structures
 3. clear connection to positive business performance outcomes
 4. the evolution of business practices through a focus on customer needs



When selecting a CX solution or consultant, make sure that these elements are represented in the product or service. (For more detail on the four key interrelated elements of true CX, visit www.whatisCX.com.)

Does the provider have proven CX knowledge and experience to help advance your CX program?

- CX success requires the knowledge of what to do and the wisdom of how to do it.
- The Certified Customer Experience Professional (CCXP) certification is rooted in six CX Core Competencies on which candidates must pass a rigorous exam. But it is not enough to have this knowledge – candidates must also have a minimum of three years of full-time CX experience, including CX leadership roles.
- Choosing resources authored, led, or provided by a CCXP ensures that you are receiving guidance from a CX practitioner with the knowledge and experience to advance CX capability.



Does the resource draw on sufficient industry perspectives to provide consensus-driven advice?

- The discipline of CX is built on a foundational commitment to understanding customer experience through multiple perspectives, which results in robust, reliable sustainable solutions.
- Selecting a resource that only promotes a singular view of CX or is dependent upon the use of a specific software or operating methodology may result in a CX approach that lacks the ability to adapt to changing operating environments.
- By choosing resources developed through independent, consensus driven processes, you increase the perspectives and value brought to your CX initiative.

What is the reputation, reach, and track record of the resource provider?

- Knowing that others seek out and have trusted a provider can be a good indication that the resource may be useful to you too.
- Consider factors such as:
 - when the provider was established
 - credentials and career credentials of the provider team
 - the number of individuals and companies that use the provider
 - the reputation of the provider
 - If the provider offers a credential, is it frequently listed in job posting qualifications?

If training or education is offered to help you advance your career:

- Does the provider offer training options beyond their specific technology or product offering?
- Is the training single-topic focused, or is it all encompassing across the various aspects of the CX discipline?
- The Customer Experience Professionals Association Recognized Training Provider (RTPs) program identifies providers that have met qualifications deemed essential to providing quality training in line with the CXPA Customer Experience framework. CXPA RTPs undergo rigorous evaluation for your benefit. You can learn more about the RTP criteria and providers at www.cxpa.org/recognizedtrainers.

Questions to Ask About CX Credentials

If a credential is offered, is the resource developed in alignment with industry standards and does it properly represent itself?

Many resource providers inappropriately use the terms “Certified,” “Accredited,” or “Accreditation” when the resource offered does not meet the rigor of measurement against an independent criterion of proficiency. ANSI, the internationally recognized leader in the accreditation of personnel credentialing programs, distinguishes between certifications and certificate programs as follows:

- “A **certification** reflects attainment of established criteria for proficiency or competency in a profession or occupation and is granted upon an assessment of an individual’s knowledge, skills, and abilities. Certification is valid for a specific time period. A certification program has ongoing requirements for maintaining proficiency or competency and can be revoked if ongoing requirements are not met.”
- “A **certificate** reflects completion of a training and/or education program and accomplishment of intended learning outcomes. Certificates are issued for life or for a specific time period, and cannot be revoked, which means they do not require ongoing maintenance or renewal.” (ANSI, retrieved from www.ansi.org/accreditation/credentialing/ on June 25, 2020)



CXPA offers the Certified Customer Experience Professional credential, which has been independently developed in accord with best practices for certification programs. Learn more about the CCXP at <https://www.cxpa.org/earn-your-ccxp/about-ccxp>.

What else should you consider when looking at a credential offering?

When considering a credential resource, these additional questions may be useful to ask:

- **What are the exam qualifications?** Are those seeking the credential required to meet pre-requisites, such as an academic degree or years of hands-on professional experience? Or is the only requirement to have completed a short course designed to teach the content?
- **What is the rigor of the assessment process?** Is everyone awarded the designation, or is there a process that differentiates those who meet a proficiency standard versus those who do not?
- **How portable is the designation?** Is the credential tied to the use of a specific software system or methodology, or is it applicable to all CX programs?
- **How valuable will the designation be now and in the future?** True certifications are designed to help you maintain your professional competency through a certification maintenance process. Designations awarded for the completion of a course or training on even the most recent version of a software platform inherently become less relevant over time.
- **What is the recertification or certification maintenance process?** Ensuring that adequate ongoing education and training occurs across the various aspects of the discipline shows commitment to continuing competence throughout your career. Is there a recertification? And if so, what professional development opportunities are available in support of that recertification?



About the Customer Experience Professionals Association

Community Overview

Founded by Bruce Temkin, CCXP and Jeanne Bliss, CCXP, CXPA is the professional association and certifying body for senior CX leaders at leading brands around the globe. Our community includes over 1,000 Certified Customer Experience Professionals, 4,000 dues paying members, and 62,000 social media followers in more than 100 countries. CXPA operates through an international headquarters as well as fifty-seven local networks around the world. These networks engage an audience that extends well beyond CXPA headquarters membership. Our leadership includes CX thought leaders from across the globe:

2020 Board of Directors

Annette Franz, CCXP, CXPA Chair, California, USA
Barbie Fink, CCXP, CXPA Vice Chair, Washington, USA
Nancy Porte, CCXP, CXPA Treasurer, Idaho, USA
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Brad Smith, California, USA
Kathy Van de Laar, CCXP, Amsterdam, Netherlands

Local CXPA Network Leaders in Selected Large Cities

Erik Vercouteren, CCXP & Nienke Bloem, CCXP, Amsterdam, Netherlands
Sandra Mathis, CCXP, Atlanta, USA
Rich Dorfman & Alyson Bloch, Boston, USA
Mary Butler, Chicago, USA
Dogukan Kaya & Elif Baydar Aygun, Istanbul, Turkey
Kate Birtles, CCXP & Liz Mallen, CCXP, London, United Kingdom
Anita Siassios, CCXP, Melbourne, Australia
Martha Brooke, CCXP, Portland, USA
Anne Kramer, CCXP, San Francisco, USA
Nicole Newton, CCXP & Jim Tincher, CCXP, Twin Cities, USA

Customer Experience Professionals Association

www.cxpa.org

Community-Driven CX Resources

CXPA has engaged its community to develop consensus resources to help further the CX discipline without undue influence from a limited number of voices and unhindered by exclusive proprietary methodologies or software. These include:

- [CXPA's definition of Customer Experience](#)
- [Key interrelated elements of True CX](#)
- [Advice to help business survive and recover well from crisis through CX strategies](#)
- [The CXPA CX Core Competencies Framework](#)
- [The CXPA Guide to Developing CX Job Descriptions](#)

CX Day

There is no better example of CXPA's commitment to ensuring broad, community engagement than CX Day. CXPA founded CX Day, which is officially recognized on the first Tuesday in October each year by the US Congress. In 2019, the CXPA community hosted 70 events worldwide, as well as online celebrations. Social media and online engagement included over 180,000 post impressions on LinkedIn; 65,000 impressions on Twitter; and 11,000 visits to www.cxday.org. The CX Community is active and engaged in CXPA on social media. We have one of the most qualified CX practitioner communities as indicated by the job titles held by our LinkedIn group members.



Certified Customer Experience Professional (CCXP) Certification

CXPA established the CCXP certification to be an independent, third-party credential. The CCXP credential provides a means for individuals to obtain professional recognition of their high experience and levels of knowledge of the customer experience discipline, in an industry-wide, standardized avenue. In accord with best practices for certifications, the credential is based on a job analysis of the roles of a CX leader and is structured through six core CX competencies. To become a CCXP, a candidate must meet professional experience requirements and pass a written examination. Once earned, CCXPs must maintain the credential through qualifying professional development courses. The CCXP program is governed by an Advisory Board charged to ensure that the certification is administered in alignment with industry standards for certification:

J.C. Paradise, CCXP, Chair, New Jersey, USA
Nick Batt, CCXP, Great Britain
Darin Byrne, CCXP, Minnesota, USA
Annette Hoehner-Baeuerle, CCXP, Frankfurt, Germany
Stacey Nevel, CCXP, New Jersey, USA
Amy Shioji, CCXP, Virginia, USA
Michelle Yaiser, CCXP, Massachusetts, USA



A panel of CCXPs was recently engaged to review and make recommendations to ensure that the CX Framework reflects current CX practices. The professionals involved were:

Sharon Boyd, CCXP, Great Britain
Lauren Faby, CCXP, Florida, USA
Sarah Hitt, CCXP, Florida, USA
Scott Kyles, CCXP, North Carolina, USA
Elizabeth Nicoll, CCXP, Canada
Rachael Perez, CCXP, California, USA
Serena Riley, CCXP, Michigan, USA
Bryan Sander, CCXP, Florida, USA
Gabe Smith, CCXP, Ohio, USA
Roxana Strohmenger, CCXP, Florida, USA
Kathy Van de Laar, CCXP, Netherlands
Marnitz van Heerden, CCXP, South Africa

CXPA Recognized Training Providers

CXPA believes that CX training is best conducted by qualified providers delivering content grounded in the six competencies of CXPA's Customer Experience framework. This framework was developed through an extensive, psychometrically valid job task analysis study that researched community consensus on the job task scope of the CX professional. The framework also serves as the examination blueprint for the Certified Customer Experience Professional (CCXP) credential, the only independent credential for CX professionals.

The CXPA Recognized Training Provider (RTP) program identifies providers that have met qualifications deemed essential to providing quality training in line with the CXPA Customer Experience framework.

- ClearAction Continuum, US headquarters
- Customer Experience Consultancy, LTD, UK headquarters
- CX University, US headquarters
- KCA Consultants, Dubai headquarters
- KOYOPO, India headquarters
- Multifarious Experience, UK headquarters
- Nienke Bloem Services BV, Netherlands headquarters
- OmniTouch International, Germany headquarters
- Wilms & Co BV, Netherlands headquarters



An Invitation to You

If you want to be part of a community committed to the independent, community-driven advancement of CX, we invite you to join us at www.cxpa.org.

