

|| CCXP DUTIES AND RESPONSIBILITIES

Employers:

What should an employer expect from an individual with the CCXP designation?

You will be employing someone who can lead or support your organization's efforts to improve the customer experience (CX) you deliver. As part of this, they will be able to establish and operationalize a set of CX practices – plus, you will have an evangelist for customer-centricity across your organization.

Furthermore, they'll be able to provide analysis and guidance to executives and peers to design products and services that enhance your CX. As an added benefit, they can leverage their network of other CCXPs, CXPA members and resources for advice, best practices, and an 'outside-in' perspective that other companies have found valuable to further support their CX improvements.

The six competencies assessed for the CCXP designation are as follows:

- Customer-Centric Culture
- Voice of the Customer, Customer Insight, and Understanding
- Organizational Adoption and Accountability
- Customer Experience Strategy
- Experience Design, Improvement, and Innovation
- Metrics, Measurement, and ROI



Within each competency, there are specific job tasks, knowledge, skills and abilities identified as the basis for the exam. Additional information on these can be [found here](#) and as an appendix to this document.

CX Practitioners:

What are the professional expectations of an individual with the CCXP designation?

The employee will set an example of CX professionalism in their organization, and across their industry, to enhance the value of the CCXP designation for themselves and others. The individual will support peers in their shared efforts to understand and improve the experiences that their organization delivers to its customers.

They will positively represent the organization, and its brand, within the CX industry - and are expected to be an active member of the CX community. This will support building the community and body of knowledge within it, through contributions of best practices and advice. As a result, they will maintain their CCXP designation through continuously learning and improving their CX skillset.

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How does a CCXP maintain their active certification status?

CCXPs are required to complete – and record – 20 continuing education units (CEUs) to re-certify their status every two years. Each CEU unit is equivalent to 1 hour of planned, structured professional development aligned to one of the six competencies as referenced above.

There are five types of activity that CCXPs can complete to achieve the required CEUs. To maintain a balanced approach, no more than 10 units can be recorded for any individual category:

- Training courses, seminars and webinars
- In-company development
- Conferences
- College or University courses
- CXPA contributions



Additional information on these, including the required documentation, can be [found here](#). This also contains a link to your portal on the CXPA website, where CEUs are recorded, plus up to date pricing for re-certifying.

It's best practice to try and record CEUs as you complete them – this will make the process even smoother for you every two years!

Appendix: What is assessed for the CCXP designation?

Each one of the six competencies are required for CCXP candidates, encompassing job tasks that should be known, as well as knowledge and skills or abilities that a candidate should possess.

1. CUSTOMER-CENTRIC CULTURE

JOB TASKS	<ul style="list-style-type: none">• Drive employee engagement and involvement — from the front lines to the executive suite• Develop and deliver ongoing CX interaction training to employees• Develop communication strategies and tactics to share the importance of CX with employees, customers, and the company• Collect and share stories of CX excellence at your company
KNOWLEDGE	<ul style="list-style-type: none">• Best practices for cultivating a customer-focused culture• Internal and external marketing, promotion, and communications• Employee hiring, training, and coaching• Employee engagement strategies• Reward and recognition strategies
SKILLS OR ABILITIES	<ul style="list-style-type: none">• Problem solving skills• Relationship building skills• Coordinate diverse resources to create value• Engage “hearts and minds” of an organization across employee groups• Align employee behavior with customer-focused culture

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2. ORGANIZATIONAL ADOPTION & ACCOUNTABILITY

JOB TASKS	<ul style="list-style-type: none"> • Align business goals with customer-focused culture • Maintain a dedicated list of top customer experience improvements, including which senior executive is accountable for resolution • Embed customer experience impact as a criterion for all business and investment decisions • Introduce new processes and tools to improve customer experience • Work across departments and organizations to improve customer experience • Regularly review CX metrics and feedback at all levels of the organization
KNOWLEDGE	<ul style="list-style-type: none"> • Project management principles • Collaboration and relationship management practices • Leadership and change management • Prioritization process • Process management
SKILLS OR ABILITIES	<ul style="list-style-type: none"> • Communicate the importance of customer experience and corresponding strategy • Recommend initiatives based on customer experience data • Report CX data to different audiences in an understandable manner • Plan, implement, and manage change • Lead cross-functional efforts • Collaboration, influencing, and relationship skills

3. VOC, CUSTOMER INSIGHT & UNDERSTANDING

JOB TASKS	<ul style="list-style-type: none"> • Design and implement voice of customer programs (solicited through surveys, focus groups, communities, etc.) • Collect unsolicited experience feedback from customers (by mining calls, web data, emails, etc.) • Gather input from employees about customer experiences and opportunities for improvement • Analyze VOC feedback drawn across sources to identify customer pain points and opportunities to improve and differentiate • Identify and map major customer touchpoints in the customer experience
KNOWLEDGE	<ul style="list-style-type: none"> • Different approaches to measuring customer experience (e.g. Net Promoter, Satisfaction, etc.) • Qualitative and quantitative research methods • VOC analytical tools and methodologies • Touchpoint mapping
SKILLS OR ABILITIES	<ul style="list-style-type: none"> • Conduct root cause analysis • Conduct predictive analysis • Analyze and redesign processes

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4. EXPERIENCE DESIGN & IMPROVEMENT

JOB TASKS	<ul style="list-style-type: none"> • Establish and follow a well-defined design process each time an experience is created or changed • Use customer insights to define and prioritize experience requirements and opportunities for improvement • Use journey mapping to improve most relevant moments of truth • Assess, document, track, and report resolution of experience gaps across touch points • Identify interdependencies across people, process and technology that impact design of the customer experience • Use iterative ideation and prototyping (e.g., design thinking) to engage customers and employees in the co-creation of enhanced or innovative experiences
KNOWLEDGE	<ul style="list-style-type: none"> • Design thinking and customer co-creation approaches • Process improvement methodologies and discipline • Customer journey mapping and touchpoint analysis
SKILLS OR ABILITIES	<ul style="list-style-type: none"> • Identify key moments of truth affecting customer perceptions • Conduct experience gap analysis and prioritize recommended improvements • Drive customer centered design and innovation • Accurately map and depict customer touch points • Drive action and execution of key CX improvements

5. METRICS, MEASUREMENT & ROI

JOB TASKS	<ul style="list-style-type: none"> • Identify key CX metrics for tracking experience quality, satisfaction, and loyalty • Develop framework and linkage of improved experiences to business outcomes (growth, attrition, profitability, etc.) • Develop infrastructure and mechanisms to capture CX data (surveys, operational data, customer behavior, word of mouth, financial performance, etc.) • Analyze and interpret results to derive customer insights and performance trends • Report results, insights, and recommended actions to improve
KNOWLEDGE	<ul style="list-style-type: none"> • Net Promoter score and methodology • Impact of experience changes on loyalty and business performance across customer groups • Relationship and financial metrics (cross-sell, product penetration, etc.) • Customer experience management dashboards • CX data mining and analysis • Experience measurement and research methodologies • Strategies to communicate metrics and ROI with employee and stakeholder groups
SKILLS OR ABILITIES	<ul style="list-style-type: none"> • Create measurement strategy in support of broader CX strategy • Quantify business value and ROI of investing in customer experience • Illustrate ROI of CX investments • Assess effectiveness of metrics platform design • Translate data into clear communication of results, progress and actions • Drive executive support and engagement in CX metrics and results

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6. CUSTOMER EXPERIENCE STRATEGY

JOB TASKS	<ul style="list-style-type: none">• Define a customer experience strategy that describes the intended customer experience, its linkage to overall corporate objectives, and its alignment with the organization’s brand values and attributes• Develop experience principles and specific employee behaviors and interactions that reflect brand values and organizational mission• Articulate the operating plan, investments, and tactics for programmatic components of the CX strategy• Communicate and engage employees at all levels of the organization in the elements of the CX strategy
KNOWLEDGE	<ul style="list-style-type: none">• Development of “branded” customer experiences• Strategy and planning for cross-business-unit efforts to support the organization’s CX strategy• CX best practices across industries• Internal marketing and communications• Associate engagement• Business strategy frameworks and planning
SKILLS OR ABILITIES	<ul style="list-style-type: none">• Translate corporate strategy into well-defined customer experience strategies and programmatic efforts• Engage executive suite in CX strategy design and execution• Take branded experience strategy and engage all functional business areas (product, marketing, operations, etc.) in creation of action plans• Clearly communicate the importance of the customer experience strategy to deliver the organization’s business goals