CCXP CERTIFIED CUSTOMER EXPERIENCE PROFESSIONAL

Candidate Handbook

CXPA Customer Experience Professionals Association™

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Preface

Welcome!

On behalf of the Customer Experience Professionals Association (CXPA) and the serving members of the CXPA board, thank you for your interest in the Certified Customer Experience Professional (CCXP) program!

We have created this program for you and for the advancement of our industry, and we hope to serve your professional interests with it. For you and your fellow practitioners, the CCXP program provides recognition of your high level of knowledge in the burgeoning field of customer experience and offers a framework for continual development. For the industry, the CCXP program encompasses a core set of customer experience (CX) competency areas and ensures that certified professionals possess a mastery of standardized disciplines. The result is beneficial to both, where practitioners increase their appeal to employers and employers are assured of the practitioner's expertise in the field of CX.

The purpose of this Handbook is to provide the information required to become a Certified Customer Experience Professional. This handbook summarizes key elements of the certification program and the steps to earning and maintaining your certification through the CXPA. Our goal is to provide a smooth and positive application experience. If you have questions after reading this handbook, please e-mail ccxpsupport@cxpa.org or call our certification office at (781-876-6295).

We personally applaud your efforts to create great customer experiences and to help your clients, colleagues and companies do the same. Professionals like you are raising the bar to meet and exceed customer expectations.

We wish you the very best of success in your CCXP journey!

~ Bruce Temkin, CXPA Chair, and Parrish Arturi, CXPA Vice Chair

CHAPTER 1:
Introduction

The Customer Experience Professionals Association (CXPA)

The Customer Experience Professionals Association (CXPA) is a global non-profit organization dedicated to the advancement of customer experience management practices. Our members are individuals who develop, manage, optimize, and envision how organizations interact with their customers. This community includes customer experience practitioners within companies, vendors who support customer experience efforts, and other stakeholders in the industry. The CXPA supports the professional development of its members and advances the field by providing research and education, developing standards, offering networking opportunities, promoting the industry, and creating a better understanding of the discipline of customer experience.

The Certified Customer Experience Professional (CCXP) Program

The CXPA has a unique position as the only non-biased entity in the CX ecosystem that can provide definitive standards and best practices for CX management. The CXPA's goal is to advance the CX industry and help ensure quality practice by providing an impartial and valid certification for customer experience professionals. The Certified Customer Experience Professional (CCXP) designation offered by the CXPA is the first-ever certification program that is not tied to a specific training course in the CX industry. Although numerous training and educational providers offer certificates upon an individual's successful completion of their course, the CXPA is the only organization that provides an independent certification program that evaluates an individual's knowledge, skills and competency based on job related criteria.

CCXP Certification Process Overview

There are three phases in the journey through CCXP certification, described in brief here and shown in greater detail in "Chapter 2. A Closer Look at the CCXP Program" found later in this Handbook. It is possible for experienced CX professionals to complete the CCXP process in a matter of a few weeks,

however more time is recommended for applicants needing to broaden or deepen their current level of CX expertise. The three phases are as follows:

1. Program Application and Acceptance
2. Exam Registration and Successful Completion
3. Use and Maintain CCXP Credentials

Program Application and Acceptance

During the application and acceptance phase, candidates learn about the CCXP program and consider their readiness to meet the education, experience and examination qualifications. Those who believe their experience satisfies the criteria may apply and have CXPA representatives evaluate their candidacy. Applicants need to meet both the education and experience requirements before taking the certification exam. These requirements are described further in "Chapter 2. A Closer Look at the CCXP Program" found later in this Handbook.

Exam Registration and Successful Completion

Once accepted into the CCXP program, candidates register to take the computer-based exam through ISO-Quality Testing, Inc. (IQT), which has nearly 300 sites in the United States and approximately 50 sites in international locations. Applicants receive exam scores at the conclusion of the exam and those who achieve a passing score are awarded CCXP designation. Detailed information about registering and sitting for the exam is available in "Chapter 2. A Closer Look at the CCXP Program" found later in this Handbook.

Use and Maintain CCXP Credential

CCXPs maintain their status for two years from the award date and are licensed to use CCXP descriptors and brand marks during this tenure. To maintain an active certification status, the CCXP credential requires ongoing professional development of 20 hours through activities such as CX-related conferences, training events, or contributions to the CXPA. Learn more about using and maintaining CCXP credentials in "Chapter 2. A Closer Look at the CCXP Program" found later in this Handbook.

Is CCXP Right for You?

The CCXP credential demonstrates that a professional has the experience, education and competency to lead and direct customer experience strategy, programs, and projects. Candidates for this credential are looking to distinguish themselves in the workforce, validate their skills, stand out to employers, and maximize their earning potential. If this describes you and you have at least three years experience in CX, we invite you to apply to test for this world-wide distinction. Become a CCXP today!

CHAPTER 2:

A Closer Look at the CCXP Program

Benefits of Being a CCXP

Certified Customer Experience Professionals are leading the way to more thoughtful, enjoyable and prosperous customer experiences. The CCXP program provides a means for individuals to demonstrate to their colleagues, employers and clients that they possess a high level of knowledge of the customer experience discipline. Until now, there has been no industry-wide, standardized avenue for CX practitioners to gain recognition for their expertise and accomplishments, and no formal credential that showcases an individual's standing in the industry. As a non-profit, independent association, the CXPA is well positioned to establish the CCXP as a recognized and admired professional credential.

Earning the CCXP designation will provide a professional status that employers can count on and practitioners can be proud to achieve. The CXPA provides visibility to individuals who have gained the CCXP credential through a directory on the CXPA.org website. This allows professionals to connect with each other and serves as a resource for other non-certified professionals.

The benefit to the companies who hire CCXP talent is obvious. What we think of as "customer experience" today has evolved over the last decade, but now that customer-tuned experiences have become top of mind for C-level leaders, everyone has jumped on board. The rigors of the CCXP certification, validated by the CXPA, help give employers assurance that their businesses and customers are in good hands.

BENEFITS FOR PRACTITIONERS

Validates credibility and expertise	Provides a framework for advancement	Increases marketability	Demonstrates commitment to continuous improvement

BENEFITS FOR EMPLOYERS

- Identifies new hires that possess required expertise
- Promotes organizational capabilities by employing CCXPs
- Enhances services provided from a quality and financial perspective
- Ensures ongoing professional development of employees

The Distinction of CCXP from Other Certification Programs

There are many vendors that offer certification on their products, processes, and methodology. While those classes and certifications may provide value to CX professionals, they are not administered by a non-profit, independent association such as the CXPA. By having a strong, independent professional association create and administer the certification program, we can raise the visibility and stature of the credential.

Requirements for Becoming a CCXP

The CCXP program is open to the public, so members and non-members of the CXPA are welcome to apply. Certification components include eligibility and examination requirements, which are described in this section.

Eligibility Requirements

Education and experience requirements are key to ensuring that the CCXP designees have a hands-on foundation of customer experience knowledge. The CXPA believes these requirements to be critical since academics alone can't prepare you for what happens in a real-world setting. Eligibility requirements are described in the following chart.

Eligibility Requirements	
Education	Postsecondary Degree (bachelor's degree or global equivalent)
Experience	Three years full-time CX experience with primary responsibilities that include engagement and experience in one or more of the following categories: • Development of CX strategies • CX measurement • Capture and/or analysis of customer feedback • Design and improvement of customer experiences • Building of customer-centric culture • Driving organizational adoption of CX strategies and tactics

Alternate Pathways

If you do not have a post-secondary degree you may still be eligible for the CCXP program. Individuals can use one year of full-time CX experience to count towards two years of education, so two years of

full-time CX experience would be considered equivalent to a standard four-year postsecondary degree, and would therefore satisfy the education requirement. The following chart provides an example of an alternate pathway that meets the CXPA's eligibility requirements:

Alternate Pathway Meeting Eligibility Requirements	
Education	High School Diploma (or equivalent)
Experience	Five years CX experience with primary responsibilities that include engagement and experience in one or more of the following categories: • Development of CX strategies • CX measurement • Capture and/or analysis of customer feedback • Design and improvement of customer experiences • Building of customer-centric culture • Driving organizational adoption of CX strategies and tactics

Examination Requirement

The content of the CCXP Certification Exam is based on an industry-wide job task analysis that was conducted by the CXPA in 2013. As part of this process, over 150 customer experience professionals provided feedback on the importance of job tasks covering the scope of the CX profession. Six performance domains for CX were identified through the results of this analysis:

Certification Exam Performance Domain	Number of Exam Questions
Customer-Centric Culture: Creating and nurturing a culture, through behaviors, practices and standards that encourage all employees to focus on delivering outstanding customer experiences.	10
Organizational Adoption and Accountability Driving change and developing cross-company experience accountability from the C-suite to the front line.	13
VOC, Customer Insight and Understanding: Building collective insight into customer needs, wants, perceptions, and preferences through the capture and analysis of the voice of the customer.	10
Experience Design, Improvement and Innovation: Implementing practices and approaches to continuously improve, design and differentiate customer experiences.	12
Metrics, Measurement and ROI: Creation and reporting of the measures of CX success including their use in business cases to illustrate the ROI and business value of customer experience.	14
Customer Experience Strategy: Development of a strategy that articulates a clear vision of the experience that a company seeks to create in support of the company's brand values, including its direct linkage to CX activities, resources and investments.	11

Within each performance domain, specific job tasks and key knowledge, skill and ability competencies were identified to serve as the basis for the exam items. This detailed information is provided in "Chapter 3. Preparing for Certification" found later in this Handbook.

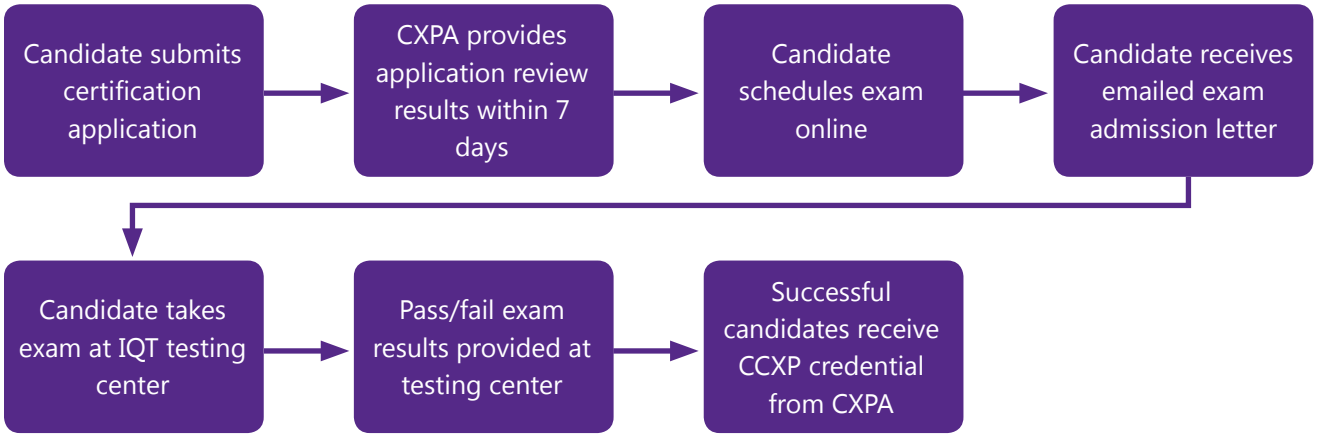
The certification exam, which is based on this blueprint, consists of 70 items. All items are multiple-choice with one correct answer and three incorrect options. Currently, the certification examination is offered in English only and the time limit is 2 hours.

The score required to pass the examination is 80%. This passing point was established according to accepted practices for standardized testing and reflects the difficulty of individual examination items, as well as the overall difficulty of the exam.

Because of the dynamic nature of the profession, there is not one comprehensive source to go to in order to study. We recommend that you review the CXPA tools and content related to the exam blueprint on CXPA.org website. In addition, other companies may provide good sources of educational materials. Sample questions are provided in Appendix A of this Handbook as examples of the type of items covered on the exam. While these items aren't duplicated on the exam, the sample items allow you to familiarize yourself with the exam format.

The CCXP Certification Process

The following flowchart provides a broad overview of the certification process.



The three phases of the CCXP journey, introduced in section "CCXP Certification Process Overview" provided in "Chapter 1. Introduction" of this Handbook above, are described in more detail here for your consideration.

Program Application and Acceptance

During the application and acceptance phase, candidates learn about the CCXP program and consider their readiness to meet the education, experience and examination qualifications. The CCXP program is open to the public, so anyone who believes his or her experience satisfies the criteria may apply to the program and have the CXPA evaluate their candidacy.

In order to apply to become a CCXP, individuals must complete and submit the online certification application found online. Applicants must meet both the education and experience requirements before taking the certification exam by documenting completion of eligibility requirements on the application.

The non-refundable certification application fee, which includes the certification exam fee, must be submitted with the application. The following chart shows the current fee schedule.

Certification Application and Examination Fee	
CXPA Member	$495.00 (U.S. Dollars)
CXPA Non-member	$645.00 (U.S. Dollars)
Non-Member including a one-year membership	$690.00 (U.S. Dollars)

The CXPA membership rate only applies if you are a member in good standing at the time of application submittal. If you are interested in becoming a member when applying for certification, please submit your membership and certification applications at the same time to receive the member rate. More information about the benefits available through membership in the CXPA is available online.

Not sure of your membership status? You can find it anytime at CXPA.org by visiting the "Membership Info" area within My Profile.

Applicants will receive email notification of the results of the application review within seven days of application submittal. An application will be considered incomplete if the fee is not submitted, the application is not completely filled out, or insufficient information is provided. The application fee shall not be returned to the applicant for an incomplete application. Applicants will be given 180 days to submit missing information, after which time a new application and payment of application fee will be required.

Exam Registration and Testing Event

Exam Registration Process

Applicants who have satisfied the education and experience requirements based upon the CXPA review are approved to take the exam and will receive an email from registrations@isoqualitytesting.com with instructions on registering for the certification exam. Applicants can then go online to isoqualitytesting.com to select the day, time and location where they will take the exam. The exam eligibility period (the period of time during which applicants are able to test) is six months, which starts on the day your application is approved. You may retake the examination two more times within this six month period if you do not pass on the first attempt. The exam retake fee is $199.00 (U.S. Dollars) for members and $349.00 (U.S. Dollars) for non-members. You may register to retake the certification exam online; a link will be provided in a follow-up email in the event you do not receive a passing grade. Individuals who are not successful at passing the exam in three attempts will be required to resubmit an application and required certification fee in effect at the time of reapplication.

The CCXP examination is a computer-based test (CBT), but due to security measures required for a professional certification exam, candidates may not use their personal computers or laptops to take the exam. Certification exams are administered throughout the year by ISO-Quality Testing, Inc. (IQT) at approximately 300 sites throughout the United States and approximately 50 international sites. IQT testing centers are open Monday through Friday during normal business hours, and many offer weekend and

evening hours. A list of IQT testing locations can be found online. Certification exam sessions are also offered at CXPA events, such as the Members Insight Exchange.

After registering for the exam, candidates will receive an emailed admission letter, which confirms the location of the exam center, date and time of the scheduled exam, examinee ID and passcode, and other important information about the exam administration process. This admission letter is a vital document which you will be required to have printed as you sit for the exam, so please keep it safe and know that an electronic admission letter saved on your phone will not be accepted at the exam center. If you misplace the email containing the admission letter, please contact IQT at 866-773-1114 (US) or 727-733-1110 (international callers) or email CBT@isoqualitytesting.com for help prior to attempting to take the exam.

What to Expect on Exam Day

Upon arrival at the exam site, candidates must confirm their identity by providing a valid photo identification that includes their signature (e.g., drivers license, passport, government issued ID) to the proctor. Candidates must place all personal items (e.g., phone, wallet, coat) in a secure locker before taking the exam. You will need to enter your examinee ID and passcode in order to access the exam, so **it is essential that you bring your printed admission letter to the exam center**.

A tutorial is provided at the beginning of the exam so that candidates can become familiar with the software prior to the starting the exam. A demonstration of the software is also available as you prepare for the exam.

It's critical that the CCXP certification is awarded to only qualified individuals, so the testing protocol has been designed to help ensure a legitimate examination. The CXPA Certification Exam is closed-book. No reference material is allowed in the examination site. No electronic devices for the storage, display or transmission of data, such as cell phones, personal digital assistants (PDAs), tape recorders, computers, or cameras are allowed in the examination site. Candidates are absolutely prohibited from recording examination content in any format. Candidates who violate these rules will be asked to leave the site and may be disqualified from the exam as well as future exams. The examination, answer sheets, worksheets and/or any other exam-related materials remain the sole and exclusive property of the CXPA. These materials are confidential and are not available for review by any person or agency for any reason.

Currently, the certification examination is offered in English only and the time limit is 2 hours. A score of 80% is required to pass the certification exam. Candidates will receive their score and a printed pass/fail letter, which includes a diagnostic performance report, at the exam site. The diagnostic report is a useful aid to candidates that fail the exam because it provides an overview of performance on each exam section.

Applicants who pass the exam are issued an electronic certificate of their CCXP designation within 14 days so they can begin using the title and marks associated with it. You can learn more about using this designation in the section "Use and Maintain CCXP Credential" found later in this Handbook.

What If I Don't Pass?

The exam covers a broad range of topics related to customer experience, and some applicants will find the material too deep to successfully pass the exam on the first try. That's OK! The diagnostic performance report highlights areas to study, and when you're ready, you may register and sit for the exam again during the exam eligibility period.

The exam eligibility period (the period of time during which applicants are able to test) is six months, which starts on the day your application is approved. You may retake the examination two more times within this six month period if you do not pass on the first attempt. The exam retake fee is $199.00 (U.S. Dollars) for members and $349.00 (U.S. Dollars) for non-members. You may register to retake the certification exam online; a link will be provided in a follow-up email in the event you do not receive a passing grade. Individuals who are not successful at passing the exam in three attempts will be required to resubmit an application and required certification fee in effect at the time of reapplication.

Exam Rescheduling

Without an approved excuse based on jury duty, a candidate medical emergency, death of an immediate family member or candidate active duty military orders, candidates canceling or rescheduling a scheduled examination five or more calendar days prior to the scheduled examination date must pay a $25.00 rescheduling fee to IQT. If you experience any of the above, you must contact IQT at 866-773-1114 (US) or 727-733-1110 (international callers) or CBT@isoqualitytesting.com and provide proper documentation before being rescheduled to a new date.

If a candidate reschedules or cancels a scheduled examination less than five calendar days prior to the scheduled examination, or comes to the testing center without proper ID and/or the proper admission letter and is unable to take the scheduled examination, they will have to pay an additional $199.00 (U.S. Dollars) for members and $349.00 (U.S. Dollars) for non-members to reschedule the exam.

Special Exam Accommodations

Applicants may request an exam accommodation due to a handicap, disability and/or other condition(s) that may impair their ability to take the examination. Reasonable efforts will be made to accommodate eligible candidates who provide documented evidence of their disability or need for special arrangements. The CXPA requires applicants requesting accommodation to submit an Accommodation Request Form. Please email ccxpsupport@cxpa.org to request the Accommodation Request Form.

Use and Maintain CCXP Credential

Congratulations, you're a CCXP! This designation is an important sign that you are a knowledgeable, validated professional. CCXP certificates are issued for a two-year period effective on the date that the certification examination was passed. Upon receiving notification from the CXPA, successful candidates may use the CXPA Certified Customer Experience Professional designation or CCXP after their name. The CXPA will also post the names of certified individuals on the CXPA website in order to recognize their achievement and help employers and contractors locate certified CX professionals. Individuals will be given an opportunity to opt-out of this recognition on the application form. Detailed information about maintaining your certification is found in "Chapter 4. Maintaining Your Certification" found later in this Handbook.

CHAPTER 3:
Preparing for Certification

CCXP Certification Exam Blueprint

You can gauge your readiness to take the certification exam by reviewing the exam blueprint. Reviewing the blueprint will ensure you are aware of all the topics on which you might encounter questions. If you find a particular area with which you are not familiar or comfortable, that would be an area on which to focus your study or review.

There are six performance domains that are required knowledge for CCXP candidates. Each domain encompasses job tasks that should be known to candidates, as well as knowledge and skills or abilities that the candidate should possess. The following information describes each of the six domains.

Customer-Centric Culture (14% of Exam)

Creating and nurturing a culture, through behaviors, practices and standards that encourages all employees to focus on delivering outstanding customer experiences. Job tasks include:

A. Drive employee engagement and involvement - from the front line to executive suite
B. Develop and deliver ongoing CX interaction training to employees
C. Develop communication strategies and tactics to share the importance of CX to employees, customers and the company
D. Collect and share stories of CX excellence at your company

The customer-centric culture performance domain includes the following knowledge, skill and ability competencies:

1. Best practices for cultivating a customer-focused culture
2. Internal and external marketing, promotion and communications
3. Employee hiring, training and coaching
4. Employee engagement strategies
5. Reward and recognition strategies
6. Problem solving skills
7. Relationship building skills
8. Ability to coordinate diverse resources to create value
9. Ability to engage “hearts and minds” of an organization across employee groups
10. Ability to align employee behavior with customer-focused culture

Organizational Adoption and Accountability (19% of Exam)

Driving change and developing cross-company experience accountability from the C-suite to the front line. Job tasks include:

A. Align business goals with customer-focused culture

B. Maintain a dedicated list of top customer experience improvements including which senior executive is accountable for resolution
C. Embed customer experience impact as a criterion for all business and investment decisions
D. Introduce new processes and tools to improve customer experience
E. Work across departments and organizations to improve customer experience
F. Regularly review CX metrics and feedback at all levels of the organization

The organizational adoption and accountability performance domain includes the following knowledge, skill, and ability competencies:

1. Project management principles
2. Collaboration and relationship management practices
3. Leadership and change management
4. Prioritization process
5. Process management
6. Ability to communicate the importance of customer experience and corresponding strategy
7. Ability to recommend initiatives based on customer experience data
8. Ability to report CX data to different audiences in an understandable manner
9. Ability to plan, implement, and manage change
10. Ability to lead cross-functional efforts
11. Collaboration, influencing and relationship skills

VOC, Customer Insight and Understanding (14% of Exam)

Building collective insight into customer needs, wants, perceptions, and preferences through the capture and analysis of the voice of the customer. Job tasks include:

A. Design and implement voice of customer programs (solicited through surveys, focus groups, communities, etc.)
B. Collect unsolicited experience feedback from customers (by mining calls, web data, emails, etc.)
C. Gather input from employees about customer experiences and opportunities for improvement
D. Analyze VOC feedback drawn across sources to identify customer pain points and opportunities to improve and differentiate

E. Identify and map major customer touchpoints in the customer experience

The VOC, customer insight and understanding performance domain includes the following knowledge, skill, and ability competencies:

1. Different approaches to measuring customer experience (e.g. Net Promoter, Satisfaction, etc.)
2. Qualitative and quantitative research methods
3. VOC analytical tools and methodologies
4. Touchpoint mapping
5. Ability to conduct root cause analysis
6. Ability to conduct predictive analysis
7. Ability to analyze and redesign processes

Experience Design, Improvement and Innovation (17% of Exam)

Implementing practices and approaches to continuously improve, design and differentiate customer experiences. Job tasks include:

A. Establish and follow a well defined design process each time an experience is created or changed
B. Use customer insights to define and prioritize experience requirements and opportunities for improvement
C. Use journey mapping to improve most relevant moments of truth
D. Assess, document, track and report resolution of experience gaps across touch points
E. Identify interdependencies across people, process and technology that impact design of the customer experience
F. Use iterative ideation and prototyping (e.g. design thinking) to engage customers and employees in the co-creation of enhanced or innovative experiences

The experience design and improvement performance domain includes the following knowledge, skill and ability competencies:

1. Design thinking and customer co-creation approaches
2. Process improvement methodologies and discipline
3. Customer journey mapping and touchpoint analysis
4. Ability to identify key moments of truth affecting customer perceptions
5. Ability to conduct experience gap analysis and prioritize recommended improvements
6. Ability to drive customer centered design and innovation
7. Ability to accurately map and depict customer touch points
8. Ability to drive action and execution of key CX improvements

Metrics, Measurement and ROI (20% of Exam)

Creation and reporting of the measures of CX success including their use in business cases to illustrate the ROI and business value of customer experience. Job tasks include:

A. Identify key CX metrics for tracking experience quality, satisfaction and loyalty

B. Develop framework and linkage of improved experiences to business outcomes (growth, attrition, profitability, etc.)
C. Develop infrastructure and mechanisms to capture CX data (surveys, operational data, customer behavior, word of mouth, financial performance, etc.)
D. Analyze and interpret results to derive customer insights and performance trends
E. Report results, insights and recommended actions to improve

The metrics, measurement and ROI performance domain includes the following knowledge, skill and ability competencies:

1. Net Promoter score and methodology
2. Impact of experience changes on loyalty and business performance across customer groups
3. Relationship and financial metrics (cross-sell, product penetration, etc.)
4. Customer experience management dashboards
5. CX data mining and analysis
6. Experience measurement and research methodologies
7. Strategies to communicate metrics and ROI with employee and stakeholder groups
8. Ability to create measurement strategy in support of broader CX strategy
9. Ability to quantify business value and ROI of investing in customer experience
10. Ability to illustrate ROI of CX investments
11. Ability to assess effectiveness of metrics platform design
12. Ability to translate data into clear communication of results, progress and actions
13. Ability to drive executive support and engagement in CX metrics and results

Customer Experience Strategy (16% of Exam)

Development of a strategy that articulates a clear vision of the experience that a company seeks to create in support of the company's brand values, including its direct linkage to CX activities, resources and investments. Job tasks include:

A. Define a customer experience strategy that describes the intended customer experience, its linkage to overall corporate and its alignment with the organization's brand values and attributes
B. Develop experience principles and specific employee behaviors and interactions that reflect brand values and organizational mission
C. Articulate the operating plan, investments and tactics for programmatic components of the CX strategy
D. Communicate and engage employees at all levels of the organization in the elements of the CX strategy

The customer experience strategy performance domain includes the following knowledge, skill and ability competencies:

1. Development of "branded" customer experiences
2. Strategy and planning for cross-business unit efforts to support the organization's CX strategy

3. CX best practices across industries
4. Internal marketing and communications
5. Associate engagement
6. Business strategy frameworks and planning
7. Ability to translate corporate strategy into well- defined customer experience strategies and programmatic efforts
8. Ability to engage executive suite in CX strategy design and execution
9. Ability to take branded experience strategy and engage all functional business areas (product, marketing, operations, etc.) in creation of action plans
10. Ability to clearly communicate the importance of the customer experience strategy to deliver the organization's business goals

Do you think you're ready? Take a look at the sample exam questions in Appendix A of this Handbook as examples of the type of items covered on the exam. While these items aren't duplicated on the exam, the sample items allow you to familiarize yourself with the exam format.

CHAPTER 4:
Maintaining Your Certification

Certification Maintenance Requirements

The CCXP credential requires ongoing professional development to maintain an active certification status. As such, certificants are required to complete 20 hours of professional development units (PDUs) in order to renew their certification every two years.

One PDU is earned for each hour (60 minutes) spent in a planned, structured professional development activity. PDUs will be accepted for the certification renewal requirement as long they are directly related to the *CCXP Exam Blueprint* and meet the guidelines listed below. A maximum of 10 PDUs will be accepted from each professional development activity category. PDUs accumulate for a two-year period starting immediately after the certification is issued and cannot be carried over to the next two-year timeframe or be transferred to another person. Courses taken more than one time during the two-year renewal cycle will be given credit only once.

Professional Development Activity	PDU Acceptance*	Documentation Required
Training Courses, Seminars and Webinars Attending training courses, seminars and webinars aimed at developing your CX knowledge and competence.	One hour of related instruction equals 1 PDU.	Registration form, certificate or letter of attendance and agenda.
In-Company Development Attending employer-provided, workplace continuing education aimed at developing your CX knowledge and competence (excludes new staff orientation).	One hour of related instruction equals 1 PDU.	A certificate or a letter from employer and an outline of the activity.
Conferences Attending professional conferences aimed at developing your CX knowledge and competence	One hour of related instruction equals 1 PDU. A maximum of 6 PDUs will be given per day of instruction.	Registration form, certificate or letter of attendance and agenda.
College or University Courses Successfully completing academic coursework after obtaining CCXP certification. Courses must be offered for degree credit and related to CX.	One hour of degree credit in a typical 15-week semester earns 15 PDUs and a 10-week quarter earns 10 PDUs.	Transcript or grade report indicating a passing mark.
CXPA Contributions Enhancing the CX profession through active participation on CXPA committees, presenting educational webinars and preparing white papers.	1 PDU is awarded for 1 hour of volunteer service.	Confirmation from committee chair or the CXPA.

*A maximum of 10 PDUs will be accepted from each professional development activity category.

Certification Maintenance Fee

The non-refundable certification maintenance fee must be submitted every two years with the certification renewal application.

Certification Maintenance Fee	
CXPA Member	$199.00 (U.S. Dollars)
CXPA Non-member	$349.00 (U.S. Dollars)

Notice of Recertification

Although it is the professional responsibility of each certificant to be aware of his or her certification expiration date, approximately six months prior to the expiration of your certification, the CXPA will send you a notice of your need to recertify. **This notice will be sent to your last email address on file with the CXPA so please be sure to include the CXPA in your change of address notifications.**

Grace Period and Lapsed Certificates

The renewal date of the new certification will be two years from the expiration date of the last certificate issued. Certification holders can renew their certification anytime in the 12 months before their current certification expires.

Individuals are given a 30-day grace period following their certification's expiration date to meet the CXPA renewal requirements. Failure to meet the CXPA renewal requirements by the end of this 30-day grace period renders the certificate lapsed and forfeits the individual's right to represent themselves as a CCXP.

Individuals have three months from the date of the certificate's expiration date to become reinstated. The reinstatement process includes payment of the renewal fee plus an additional late fee, and fulfillment of all other renewal requirements. The renewal date of the new certificate will be two years from the missed expiration date of the last certificate issued.

Applicants applying for renewal of their certificate three months after their certification has expired will be denied renewal and must re-apply as a new applicant, filling out all forms, passing the certification exam and paying all fees as required of a new applicant.

CHAPTER 5:
Certification Principles and Policies

Certification Principles

The CXPA certification decisions are based on candidates passing the CCXP certification exam and meeting eligibility requirements. The certification program has been developed by subject matter experts who represent the geographic diversity and varying work of CX professionals. The CXPA Board of Directors is responsible for the governance of the certification program and all policy and standards related to the certification designation. The CXPA recognizes the importance of impartiality in administering the certification program so our decisions are independent of other interests and parties. We actively manage conflicts of interest in order to ensure objectivity in our certification activities.

Audit of Application Material

The CXPA randomly audits 5% of certification applications each year. While the selection process for an audit is primarily random, the CXPA reserves the right to select any candidate to be audited at any time, including after the certification has been bestowed. The submission of an application indicates your agreement to comply with the terms of the CXPA audit process.

Individuals who are selected for an audit are notified by email and asked to submit official documentation to support their application within 30 days. During an audit, you will be asked to submit supporting documentation such as:

- Copy of academic diploma/global equivalent
- Signatures from supervisor(s) or manager(s) documenting the experience verification section of the application

Employers may be contacted directly by the CXPA to verify employment and experience. If an applicant is selected for an audit, it will not delay the application review or certification exam scheduling process. Failure to meet the audit requirements may affect an individual's certification status.

Candidate Exam Comments

Candidates have the opportunity to provide comments during the certification exam. All comments and questions are reviewed and considered by the CXPA; however, security procedures preclude discussion with candidates concerning individual exam questions or comments. Candidates should not expect a response to a comment unless it relates to a problem with the examination administration. Examination proctors may not discuss or comment on examination content.

Appeals Policy

An appeal procedure is available to any individual who has applied for or received certification from the CXPA and who wishes to appeal any adverse decision affecting his or her certification status. Any individual who does not file a request for an appeal within the required time limit shall waive the right to appeal.

Appeals Process

1. A request for review and consideration must be submitted in writing to ccxpsupport@cxpa.org within 20 calendar days following the date on which the adverse decision was provided. The request should state the reasons why the decision is being contested.
2. Appeals related to application review: Only information on education and experience previously submitted will be subject to review. Submission of new information or additional documentation may invalidate an appeal and require the applicant to file a new application for certification. Therefore, it is incumbent on applicants to fully complete their original applications.
3. Appeals related to the certification exam: Candidates should provide comments regarding any question(s) they believe contain errors in content in the comment box provided during the examination. Upon receiving an appeal, the CXPA will review specific candidate comments relating to the examination.

The CXPA will review and act on a properly filed request for review within 45 calendar days of receipt. The individual will be notified in writing of the CXPA's decision within 15 business days following the date of the CXPA's review and action. For all appeals, the CXPA may decide to uphold the decision or it may take other appropriate action with regard to the request. The CXPA is the final authority for certification appeals.

Suspension and Revocation Policy

1. The CXPA may, at its discretion, suspend or revoke a certificate for cause. Causes for suspension or revocation include, but are not limited to:
   - Fraud, deceit or submission of inaccurate qualification data to obtain certification
   - Gross negligence, incompetence, fraud or deceit in the performance of job duties
   - Unprofessional conduct

2. When the CXPA has reason to believe that charges against a certificate holder may be valid, it shall notify the certificate holder by certified mail at his/her last known address. An email reminder will be sent after 30 days if no response is given from the mailed letter. The certificate holder will have the opportunity to present his or her defense to the CXPA in writing. The suspension or revocation shall remain in effect until the CXPA reviews the case. The CXPA shall then uphold or deny the suspension or revocation.
3. A certificant whose certificate is revoked may not apply for certification for 365 days from the effective date of the final order of revocation. An application received following the 365 days revocation period will be treated as an initial application.

Disputes and Complaints

Complaints having to do with the CCXP certification policies, practices or publications should be addressed to ccxpsupport@cxpa.org in writing. If the written response to the complaint is not addressed to the satisfaction of the writer, it will be forwarded to the CXPA Board of Directors for their consideration. All complaints will be evaluated with respect to the policies and procedures of the CXPA with a written response within 30 days.

Privacy Policy

Certification applications and candidate exam performance will remain confidential unless otherwise stipulated by the examinee in writing or as required by law. The CXPA will release application and pass/fail information only to the applicant and only in writing. The exception to this is the published list of CCXP professionals that the CXPA makes available to the public. Names of those who do not pass the exam are not disclosed except to the individual candidates.

Group data without individual identifying information may be used for research and study purposes, and may be released to groups with a specific interest in certification of customer experience professionals.

CXPA Statement of Nondiscrimination

The CXPA does not discriminate against any person on the basis of age, gender, sexual orientation, race, religion, national origin, medical condition, physical disability, veteran status, or marital status.

APPENDIX A:

Sample Exam Questions

The following sample exam items are provided as examples of the type of items covered on the exam. While these items aren't duplicated on the exam, the sample items allow you to familiarize yourself with the exam format.

1. A closed feedback loop refers to which of the following?
   a. Aggregating customer feedback from multiple sources
   b. Assigning service issues to customer experience champions in the business
   c. Establishing a process to capture customer and associate feedback
   d. Communicating to customers and employees that their feedback has been addressed
2. Which of the following actions should be taken first to align business goals with a customer-focused culture?
   a. Directly tie compensation of front line representatives to improvement of customer metrics
   b. Include a customer-focused metric on executive-level scorecards
   c. Develop a customer-focused strategy at the corporate and business-unit level
   d. Prioritize strategic investments based on customer profitability
3. Which of the following provides the deepest understanding of customer needs and goals?
   a. Customer ethnographic data
   b. Customer survey response data
   c. Customer online activity tracking data
   d. Customer interactive voice response pathing data
4. Which of the following should be avoided when mapping the customer journey?
   a. Include frontline employees when collecting internal insights
   b. Focus on ethnographic and voice of the customer data
   c. Narrow focus to a single customer process
   d. Assume stakeholders share unified views of customers
5. Which of the following metrics is the strongest predictor of customer satisfaction for phone interactions?
   a. First-contact resolution
   b. Average handle time
   c. Hold time
   d. Total ringing time
6. What form of customer feedback is likely to yield the most quantifiable input into a fully developed customer experience strategy?
   a. One-on-one encounters with customer facing personnel at the point of sale
   b. Complaint letters via traditional mail and addressed to corporate officers
   c. Post-transactional surveys with representative samples across all customer channels

d. Third-party product review websites that allow anonymous postings

Question	1	2	3	4	5	6
Answer	d	c	a	d	a	c

APPENDIX B:

Exam Day Checklist

Taking exams can be an unsettling experience! Make sure you're ready by preparing thoroughly and looking through this short checklist of things you'll need on exam day.

Getting to the Center and Taking the Exam

- ☐ Printed copy of the admissions letter you received after registering for the exam. If you misplace the email containing the admissions letter, please contact IQT at 866-773-1114(US) or 727-733-1110 (international callers) or CBT@isoqualitytesting.com for help prior to attempting to take the exam
- ☐ A valid photo identification that includes your signature (e.g., drivers license, passport, government issued ID)
- ☐ Exam center location and phone number (just in case!)
- ☐ Map to the exam center, if needed
- ☐ Before beginning the exam you'll need to place personal items such as your phone, wallet and coat in a secure locker, and because you aren't allowed to have electronic devices for the storage, display or transmission of data, such as cell phones, personal digital assistants (PDAs), tape recorders, computers, or cameras -- you will have to secure those, too. The recommendation is, "If you don't need it, don't take it!"

Taking a Quick Readiness Assessment

- ☐ Review the exam topics in section "Certification Exam Blueprint" found earlier in this Handbook
- ☐ Review the sample exam questions in the section "Sample Exam Questions" found in Appendix A of this Handbook

The Examination Process

- ☐ A tutorial is provided at the beginning of the exam so you can become familiar with the software before starting the exam
- ☐ A demonstration of the software is also available as you prepare for the exam

About the Exam

- ☐ The exam consists of 70 items
- ☐ All items are multiple-choice with one correct answer and three incorrect options
- ☐ The exam is offered in English-only

- ☐ There is a 2 hour time limit for completing the exam
- ☐ Your score is provided immediately upon completing the exam

GOOD LUCK!