

# CX MASTERCLASS AND CCXP EXAM PREPARATION

## Master the 6 CX competencies

First time in Turkey,  
designed and delivered by 2 CCXP's!



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Founder  
Voxal Consulting



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Global CX Thought Leader  
& Influencer



★ With the opening  
speech by  
IAN GOLDING ★

For Details and Registration :  
<https://www.voxal.co.uk/ccxptraining>



# TRAINING OVERVIEW

## Purpose of the Training

There are 2 main purposes of this unique training:

As a Masterclass: To master the 6 pillars of Customer Experience, deepen and broaden your CX know-how.








As a CCXP Exam Candidate: To get ready for the CCXP Certification Exam provided by CXPA (Customer Experience Professionals Association) and to become one of those 1.100 exclusive people around the world who earned this unique certificate.

## Who Should Attend?

If one of these applies to you, this training is just for you:

- You want to master the 6 pillars of CX with 2 CCXPs, deepen and broaden your CX know-how.
- You want to earn the CCXP credential and consider applying/or already applied to CXPA to become a CCXP.
- You have a bachelor's degree plus three years of direct, full-time experience as a practitioner in the fields of CX, customer service, process management and related fields.
- You do not have a bachelor's degree but have five years of direct, full-time experience as a practitioner in the fields of CX, customer service, process management and related fields.

This training is **NOT** suitable for entry level CX Professionals.

	Training Channel	Live, online training with 2 Instructors
	Duration	4 days 12 hrs in total 19.00-22.00
	Structure	6 Modules
	Training Exercises	Mock-up exam, Tips and Tricks
	Certificate	Certification of Completion
	International Identities of the Trainers	CCXP (Certified Customer Experience Professional)
	Guest Trainer and Course Opening	IAN GOLDING

# ABOUT CCXP EXAM

From the CCXP website:

The Certified Customer Experience Professional (CCXP) program provides professional recognition of individuals with high levels of knowledge of the customer experience discipline. Until the CXPA established this credential, there was no industry-wide, standardized avenue for CX practitioners to demonstrate their expertise and accomplishments, and no formal credentials that showcased an individual's standing in the industry. As a non-profit, independent association, the CXPA is well-positioned to grant the CCXP as a recognized, admired independent professional credential.

For practitioners, the CCXP program provides recognition of a high level of knowledge in the field of customer experience and offers a framework for continual development. Candidates for this credential are looking to distinguish themselves in the workplace, validate their skills, and maximize their earning potential.

For the industry and employers, the CCXP program encompasses a core set of CX competence areas and ensures that certified professionals possess a manager-level mastery of standardized disciplines.

The benefits of becoming a CCXP include:

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





# AREAS COVERED IN THE TRAINING

## ☒ Accelerated learning on 6 core competencies of Customer Experience:

- ☐ CX Strategy
- ☐ VoC, Customer Insight and Understanding
- ☐ Experience Design, Improvement, and Innovation
- ☐ Organizational Adoption and Accountability
- ☐ Customer-centric Culture
- ☐ Metrics, Measurement and ROI



Up to date mock-up exam simulation and answers



Tips and Tricks for the exam



Recommended Resources to deepen your knowledge and for exam preparation

# SYLLABUS

## MODULE 1

### Customer Experience Strategy:

Crafting a CX strategy that aligns with the company's overall strategy and brand attributes. Your GAME PLAN. Guiding employees for strategic decision making and prioritization across the organization.

- Building and investing in CX Maturity.
- Communicating the importance of CX strategy to deliver organization's business goals.
- Aligning CX strategy with overall company strategy and organization's brand values.
- Communicate and engage employees at all levels around CX strategy.
- Applying CX insights to business strategy frameworks.

## MODULE 2

### VOC, Customer Insight, and Understanding :

The main driver of CX strategy. Building collective insights through capturing and analysis of the voice of the customer. Replacing everyone's best guesses about customers with real, actionable insights.

- Collecting feedback from the customers and simultaneously gathering input from employees about customer experiences (Surveys, focus groups, mining calls etc.)
- Designing and implementing Voice of the Customer and Voice of the Employee Programs.
- Analysing VoC/VoE feedback to identify pain points and opportunities to improve and differentiate.
- Defining approaches for understanding the customer and measuring their CX.
- 360-degree view of customers: root cause analysis, predictive analytics, speech & text analytics



# SYLLABUS

## MODULE 3

### Experience Design, Improvement, and Innovation:

Design shows the difference between a symphony orchestra performance versus a garage band jam session. Implementing practices and approaches to continuously improve and differentiate customer experiences. The critical point is 'Planned' vs 'Random' experiences.

- Embedding design thinking methodology into experience design process to foster collaboration, co-creation, and creativity.
- Using customer insights to define and prioritize MoTs and opportunities for improvement.
- Identifying interdependencies across people, processes and technology that impact customer experience design.
- Conducting gap analysis and prioritizing action plans, driving action and execution of key CX improvements.

## MODULE 4

### Organizational Adoption and Accountability:

Governance discipline is the RULE BOOK. It is essential for driving change and developing cross-company experience accountability, because it holds everyone - from the C-suite to front line - accountable for their role in the customer experience ecosystem.

- Continuously communicating the importance of customer experience strategy, reviewing CX metrics and VoC at all levels of the organization.
- Reporting CX data to different audiences in an understandable, digestible manner.
- Prioritizing initiatives based on customer experience data.
- Aligning business goals with customer-focused culture.
- Developing cross-company experience accountability tied to CX performance (fostering collaboration)
- Applying techniques from change management, agile, process improvement and project management for CX improvement.

# SYLLABUS

## MODULE 5

### Customer-Centric Culture

Culture is the DNA, it is the biggest driver of transformation. Culture discipline turns customer experience excellence into HABITs.

- Aligning employee behaviour with customer-focused culture.
- Ongoing trainings, communication strategies and tactics to engage “Hearts and Minds” of the employees, customers, shareholders.
- Driving employee engagement and involvement from the front line to the C-Suite.
- Best practices, Storytelling and Rituals for cultivating a customer-focused culture.
- Hiring, Coaching, Rewarding and Recognition Strategies, Brilliant Jerks.

## MODULE 6

### Metrics, Measurement, and ROI:

Measurement is the BRICKS of your GAMEPLAN. It is a set of practices to understand the current state of the customer experience, uncover opportunities for improvement and track progress over time.

- Identifying key CX metrics for tracking satisfaction, loyalty and CX quality
- Tying CX metrics to business KPI's – linking CX to business outcomes
- Creating a measurement strategy in support of broader business goals and CX strategy.
- Develop CX Measurement Framework (VoC) from the lens of the customer:
  - Define data flow into the company: Executive/department/individual level.
  - Define data collection rules, frequencies.
  - Spot pain points, focus areas, prioritize actions.
  - Close the loop.
  - Real-time tracking of CX performance (Dashboards).
- Statistical practices of sampling, correlation, regression, confidence, validity, reliability, etc.



# INSTRUCTORS



## Seda Alpaya, CCXP - Founder

- Certified Customer Experience Professional (CCXP)
- Founder, Voxal Consulting UK
- CX leader with company-wide responsibilities for significant results for over 20 years
- Customer Focused Product & Service Design and Project Leadership Master Certificate, Cornell University
- Companies she led the experience team; Philip Morris Turkey, Turkcell, EWE AG, Millenicom, Koç Group
- Publications: “User Experience Transformation in Telco Companies: Turkcell Case, Design, User Experience, and Usability. Web, Mobile, and Product Design, 2013

PHILIP MORRIS INTERNATIONAL





# INSTRUCTORS



## Gökhan Kara, CCXP – Senior Advisor

- First Certified Customer Experience Professional (CCXP) in Turkey
- CXPA Board Member
- Founder and Leader of CXPA Network of Turkey
- The only Turkish professional (CX Impact Awards – 2019, Global CX Thought Leader- 2020) awarded internationally and seen as a Thought Leader.
- The only Turkish Chair of Judges at International Customer Experience Awards
- Chairman of the first global customer experience awards of Turkey- “Turkey CX Awards- 2021”
- Part-time lecturer at MEF University
- 10+ years’ experience of CX management at 3 different sectors





# TRAINING FEE

## 195 GBP

(Early Bird fee)

Exclusive price in terms of  
being the first CCXP  
Training performed in  
Turkey.

All included

## 245 GBP

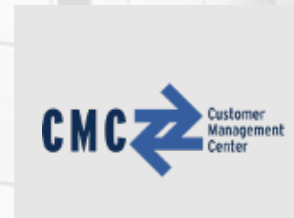
All included

REGISTER

*\* Please send an e-mail to [voxal@voxal.co.uk](mailto:voxal@voxal.co.uk) to get an offer for closed group trainings.*



# REFERENCES



# TO REACH US



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