



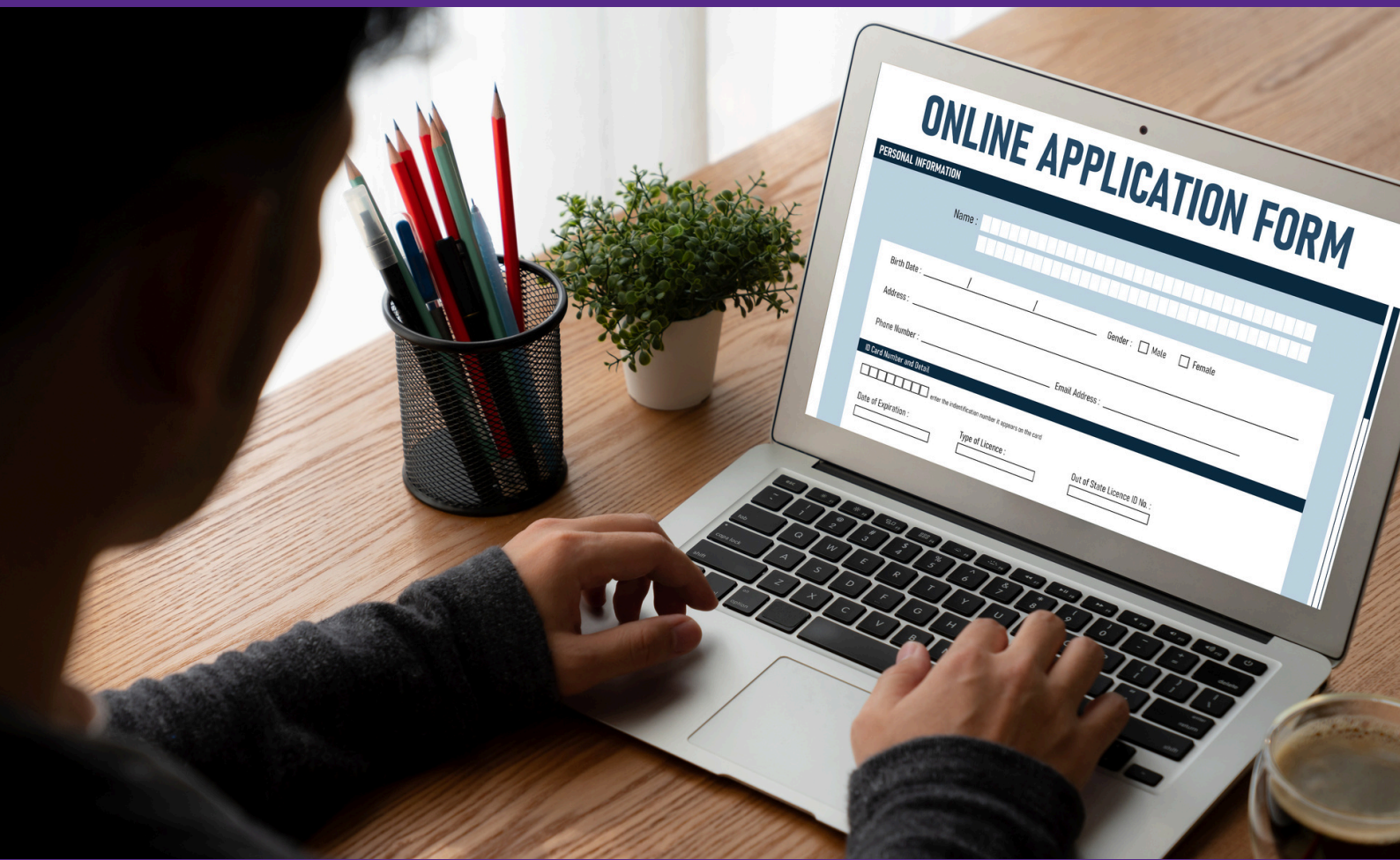
**CERTIFIED**  
**CUSTOMER**  
**EXPERIENCE**  
**PROFESSIONAL**

# CCXP

## Sample

# Completed Application

Updated August 2024



## Sample Application

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Thank you for your interest in the CCXP designation!

If you have questions regarding the application or process, please reach out to us at [ccxpsupport@cxpaglobal.org](mailto:ccxpsupport@cxpaglobal.org).

## Education

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**Please choose your highest level of education completed.**

High School Graduate or Equivalent

Trade or Vocational Degree

Associate's degree

**Bachelor's Degree**

Graduate or Professional Degree

## Your CX Work Experience

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**Please add all relevant job positions with CX work experience. You will add each position individually on the application.** Relevant information for each position includes:

**Employer Name:** The Widget Association

**Job Title:** Senior Consultant, Customer Experience

**Position Start Date:** 8/11/2014

**Position End Date:** 12/7/2018

**Total Years of CX Experience in this role:** 4

## Your Breadth of CX Experience

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## Level of CX Responsibility

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**Customer Insights and Understanding:** Developed Strategy

**Customer Experience Strategy:** Supported Execution

**Metrics, Measurements, & ROI:** Managed Execution

**Design, Implementation, and Innovation:** Managed Execution

**Culture and Accountability:** Manage Execution

# CX Competency Experience Narratives

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## **Customer Insights and Understanding Candidate Narrative**

I played a critical role in building the Voice of the Customer program at my company. Prior to 2016, a VoC program was in place for key customer touchpoints, but response rate was very low due to poor survey design and lack of mobile optimization. I participated in new vendor selection and survey re-design, focusing on adding an NPS question and shortening the length of the questionnaire from a 20-minute completion time down to a 5-minute completion time. Additionally, I helped to build interactive dashboards and trained our sales organization on how to use them. My focus, though, was in helping to turn the data into action by making concrete recommendations to product owners and channel leads.

## **Customer Experience Strategy Candidate Narrative**

I was a consultative voice in the formation of customer experience strategy at The Widget Association. The strategy consisted of four pillars that enabled us to prioritize our work: customer loyalty (which consisted of a series of tactical efforts to elongate customer lifetime value, reduce churn, and grow a referral community), optimization of CX tools (which consisted of expansion of VoC platform and elimination of ad hoc surveys and utilization of other vendors as well as broadening the ability of other key verticals to utilize CX practices like customer journey mapping), 360 customer view (creating closed-loop customer recovery processes, collecting website comment cards, collecting social feedback), and customer obsessed culture (enabling customer obsession through targeted recruiting, training, and performance evaluation based on organizational customer promises). My role was to articulate the CX strategy to internal departments and create a tie between CX efforts to overall company brand and other major corporate initiatives.

## **Metrics, Measurement, & ROI Candidate Narrative**

During my time at The Widget Association, I utilized VoC insights to implement action plans to improve the experience at locations in key markets. I utilized CSAT and Net Promoter Score to determine whether these interventions made an immediate impact in terms of customer sentiment, charting YoY movement. The following year, I measured customer retention and average purchase amount per customer in those markets and demonstrated that markets with higher NPS experienced better retention and higher spend. Demonstrating this ROI helped me build credibility with leaders for enterprise CX initiatives.

## **Design, Implementation, and Innovation Candidate Narrative**

I led a project team of cross-functional staff to map key customer journeys for defined customer personas, culminating in the creation of future state journey maps to guide organizational planning. I led the mapping workshops, which incorporated VoC data and customer interviews in addition to staff feedback, which led to re-designed processes that resulted in 1 million in cost saving and an NPS increase of 5 points in one of the core journeys.

## **Culture and Accountability Candidate Narrative**

Following the development and communication of data-driven CX improvement recommendations to field and corporate staff, I worked through the field leadership structure to ensure that strategies and tactics were being executed and the intended experience was being delivered as designed. I also worked with Human Resources to ensure that customer experience competencies were represented in individual performance goals for key roles. At the time of my departure from the Widget Association, I was working on defining CX goals for other verticals in the organization that did not directly interface with end customers.

I also played a key role in building a customer-centric culture at The Widget Association. After the CX team leadership worked with senior leaders to create organizational customer promises, I was tasked with building a training and communication plan for the enterprise. I partnered with our learning function to design a training on these customer promises and worked cross-functionally to ensure it was delivered to 100% of The Widget Association staff. An e-learning version was developed as well for all new staff and volunteers. Additionally, I worked with our corporate communications team to ensure that the promises were threaded into all major pieces of organizational communications. This effort impacted the language and mindset of every employee.

## Registration Information

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**Legal First Name** (As Listed on Official ID to be presented on exam day): **Joe**

**Legal Middle Name/Initial** (As Listed on Official ID to be presented on exam day): **E.**

**Legal Last Name** (As Listed on Official ID to be presented on exam day): **Stern**

## Preferred Test Language

**English (U.S.)**

**French (Metropolitan)**

## Special Accommodations

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Yes

**No**

## Personal Attestation

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By clicking the "AGREED" button, I am affirming that all information presented in this application is true and correct.

## Review and Confirm Your Information

## Process Your Application and Pay Fee(s)

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**Updated August 2024**