



**Your Path to Recognition:
CCXP, Awards International,
and Proven Business Impact**

Ian Golding, CCXP
April 28, 2026

CX Leaders Advance
April 27 - 29, 2026 Toronto, CA

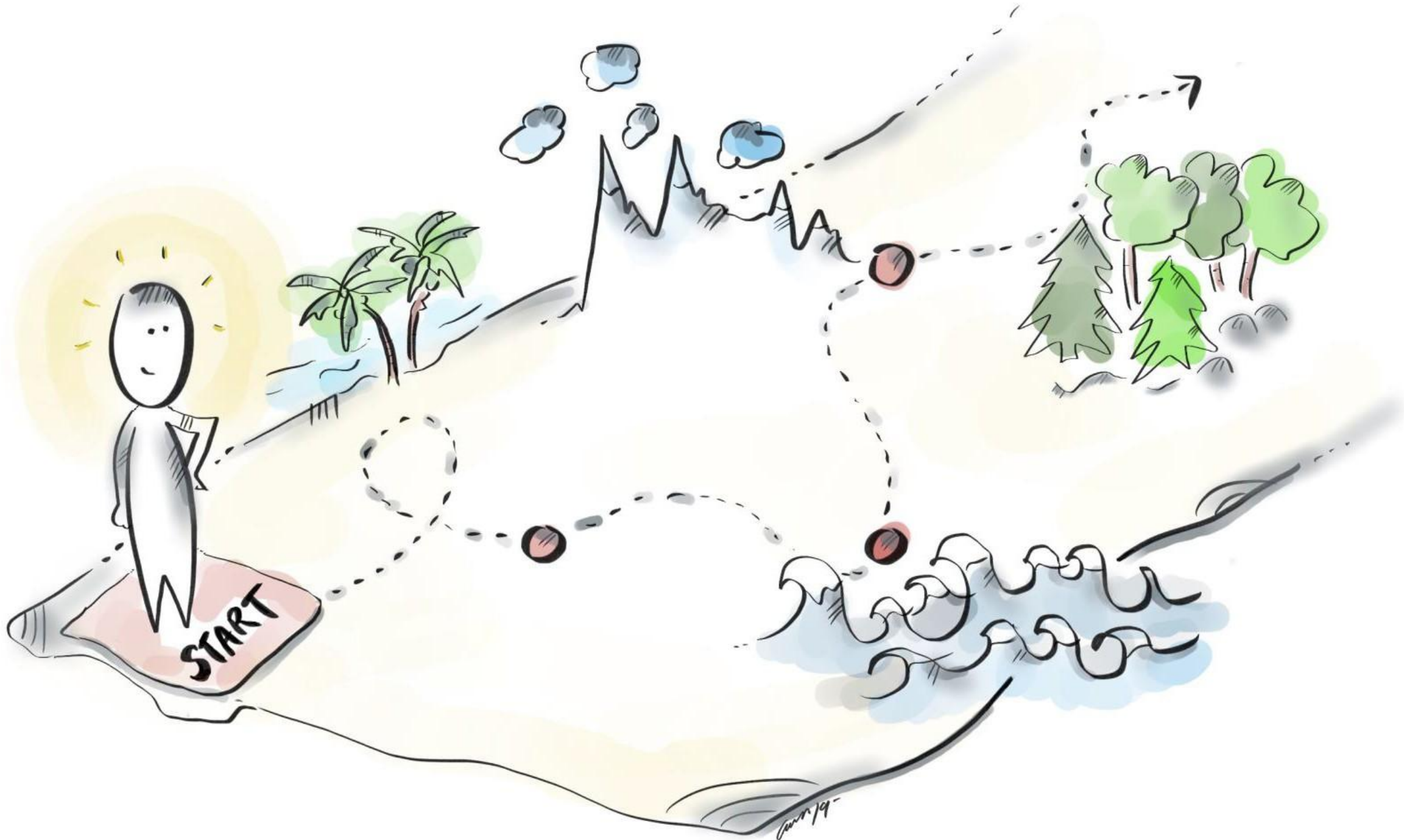
Ian Golding, CCXP

CEO and Founder
Customer Experience Consultancy Ltd,
a CXPA Recognized Training Provider (RTP)

**“Earning recognition and
authority to increase
momentum”**



Welcome!!



Group Discussion Guidelines

- 1. Listen and allow everyone space** to contribute
- 2. Participate through information sharing** and relationship building of a non-commercial nature
- 3. Respect confidentiality**
- 4. Ask permission for follow-up** conversations



Discuss in Groups

1. Why do you or did you want to become a CCXP?
2. How do you think being a CCXP can (or does if you already are one) help you?
3. How do you think being a CCXP can (or does) help your organisation?
4. Does it matter if a CX Professional is not a CCXP?
5. What questions do you have about the CCXP credential?

The role of the CX Professional

- ... depends on seniority and organisational culture
- ... helps others to get it and link CX to commercial success
- ... can be lonely and unpopular
- ... raises concerns even in the absence of a burning platform
- ... defines what CX means in the business (the CX Strategy)
- ... helps everyone to be comfortable putting forward the customers' view
- ... prevents wasted effort and investment
- ... uses real insight to help colleagues do their job and break down silos
- ... stops CX becoming a project
- ... finds out what customers know about your processes
- ... creates the right mindset to do and measure the right things
- ... needs courage and perseverance

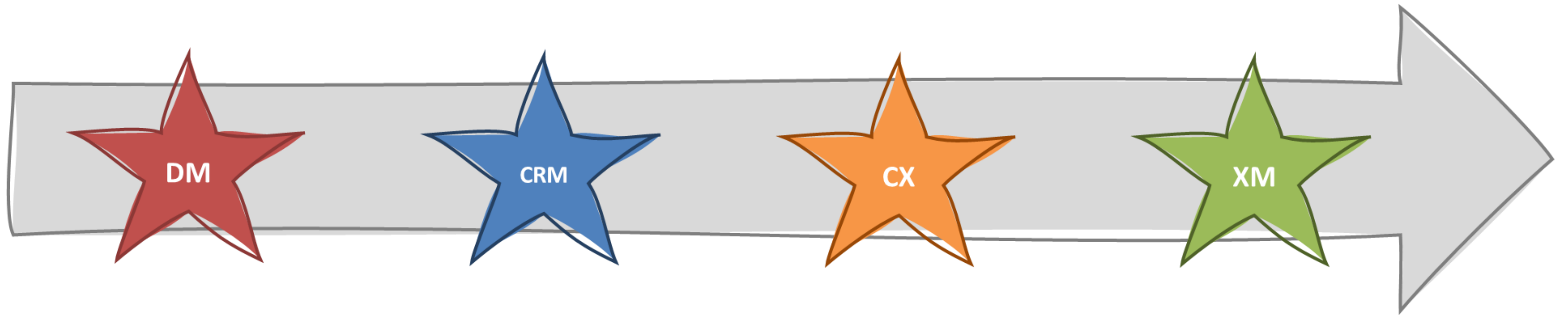


We are NOT imposters!

The background to the CCXP certification

- The CCXP program provides a means for **individuals to obtain professional recognition of their high levels of knowledge of the customer experience discipline.**
- Until CXPA established this certification, there was no industry-wide, standardised avenue for CX practitioners to demonstrate their expertise and accomplishments
- There were no formal credentials that showcased an individual's standing in the industry.
- As a non-profit, independent association, CXPA is still very well positioned to establish the CCXP as a recognised and admired professional credential.

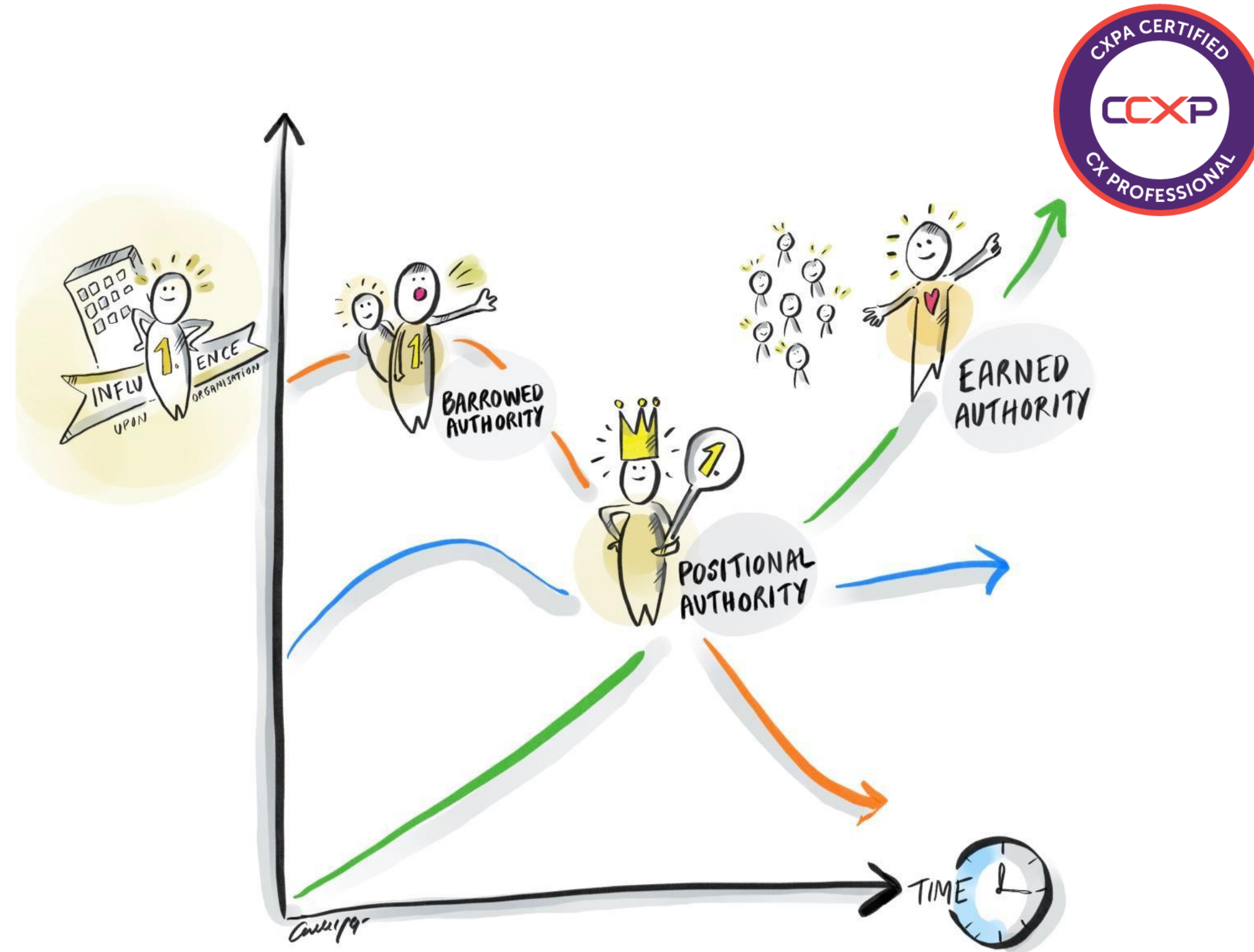
Why is CCXP so important?



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Our profession must continuously strive for authority

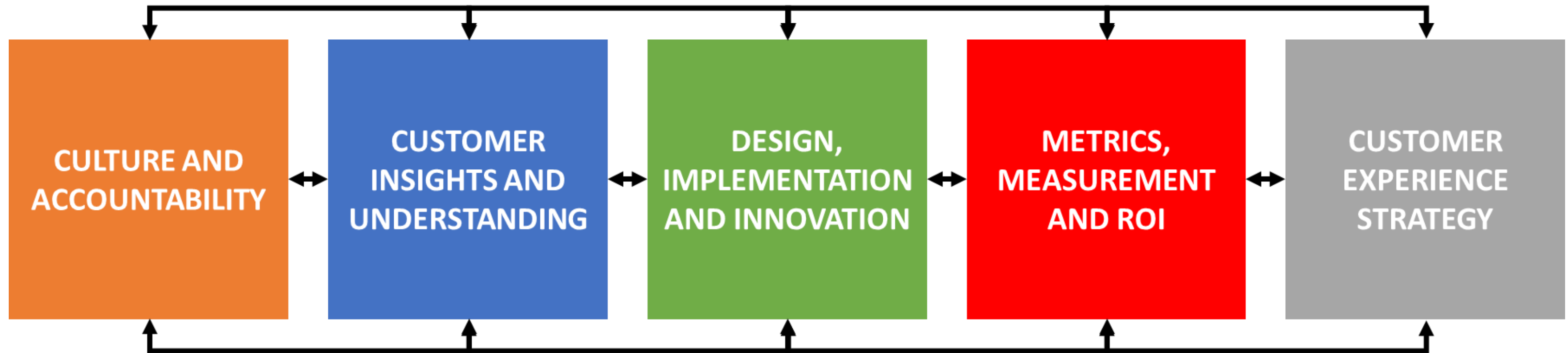


CCXP sits in an evolving landscape of recognition



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CCXP Preparation



CXPA Framework

Metrics, Measurements, 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.

Job tasks	Knowledge, skill, and ability competencies
<ul style="list-style-type: none">Identify and align key CX metrics to organizational strategyUtilize metrics to make recommendations for executive buy-inEvaluate CX metrics and insights at the corresponding level of the organizationDevelop framework to link improved experience metrics to business outcomes	<ul style="list-style-type: none">Perception metricsDescriptive metricsOutcome metricsCX data mining and analysisExperience measurement and research methodologiesKey drivers and impact on business performanceCommunication, reporting, and presentation of informationSelf-service access to data, views, and analyticsDocumentation and tracking of changes in CX metricsBusiness value and ROI of investing in customer experienceTools and methodologies

CXPA Prep Resources cxpaglobal.org/get-certified/prep-resources



CX Book of Knowledge

1st Edition, Revised

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Additional Resources



Proven Business Impact



[Executive CX Case Studies | CXPA](#)

cxpaglobal.org/cx-value/case-studies



USCXA™



UKCXA™



Proven CX Business Impact



GCXA™



ICXA®



Thank you

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