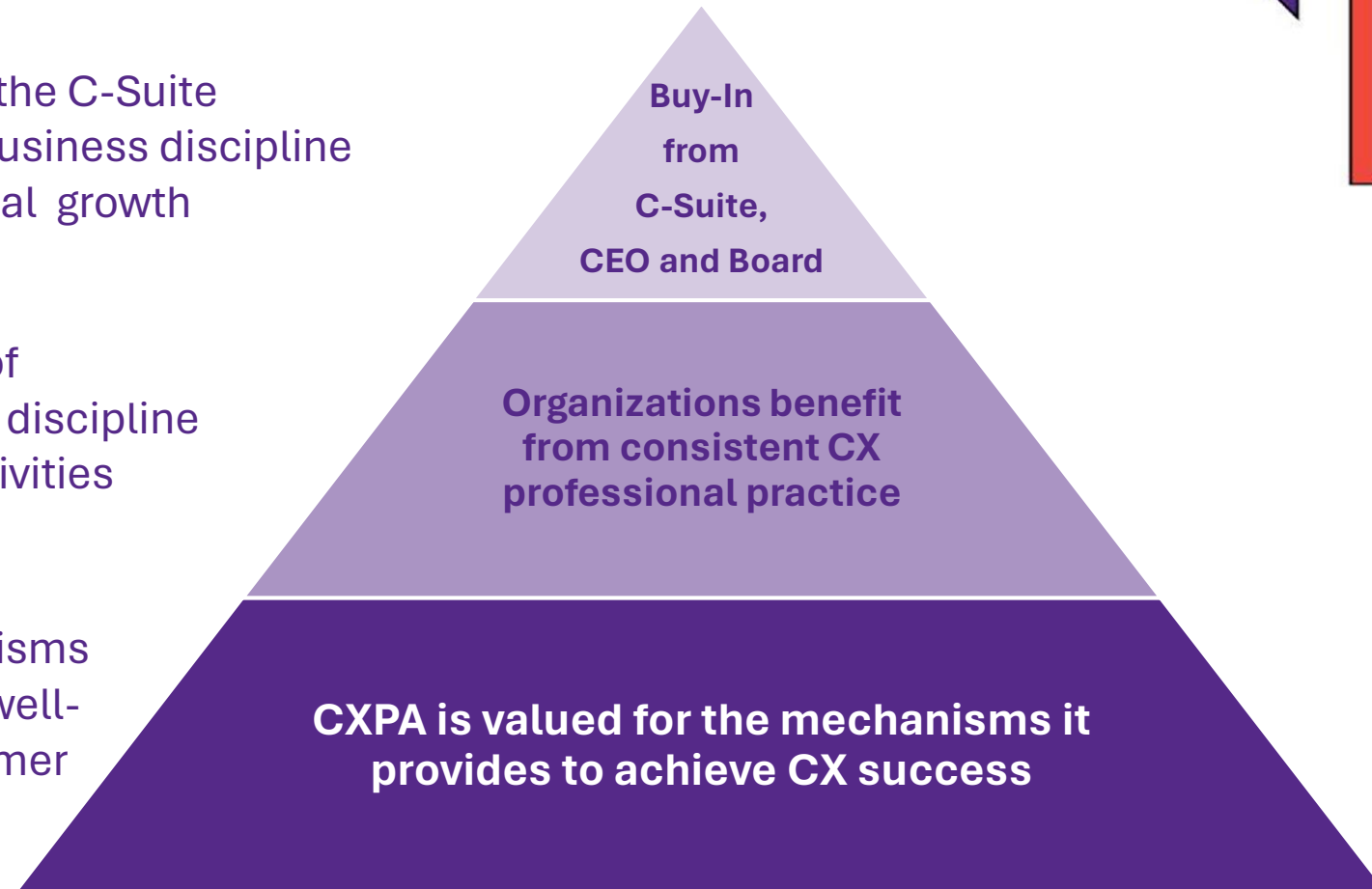


# Directional Recommendations Overview

## Strategy

- 1 Focus our advocacy on influencing the C-Suite that CX is a trusted and preferred business discipline that drives sustainable organizational growth
- 2 Promote the professional practice of customer experience as a business discipline with specialized knowledge and activities
- 3 Ensure that CXPA provides mechanisms that enable CX success by being a well-understood, high-performing customer centric organization

## Outcome



*These recommendations are a key part of the framework for additional recommendations by region presented later.*

# 1) Focus our advocacy on influencing the C-Suite that CX is a trusted and preferred business discipline that drives sustainable organizational growth

## 1. Gather credible evidence-based data to make the case

- Develop convincing CX Success Stories that demonstrate ROI through contribution to desired business goals. *(CX success stories are about business impact, not CX metric change)*
- Document the business impact of CX through trustworthy data and research.
- Leverage Higher Education, particularly business schools, to add external credibility to our advocacy and help promote the benefits of careers in customer experience.

## 2. Influence the C-Suite in their adoption of CX as a trusted and preferred business discipline that drives sustainable organizational growth.

- Communicate and discuss industry-specific use cases highlighting the business impact of enterprise-wide CX initiatives. Convene CEOs to discuss these use cases collaboratively with senior CX practitioners and consultants.
- Help consultants and service providers to make the case to C-Suite and CX professional audiences using the CXPA CX Framework and specially developed resources, such as a toolkit documenting the success of customer experience and its impact on business outcomes.
- Support CX leaders within organizations through documented best practices, tools and resources that help these leaders make the internal case for CX to key positions and roles (i.e., CEO, CFO, CMO, Board)

## 2) Promote the professional practice of customer experience as a business discipline with specialized knowledge and activities

### 1) Provide CX professionals with advice and resources that help elevate their performance

- Provide training for CX practitioners at different career stages, helping them understand the professional practice of CX with an increased focus on the advanced needs of more senior, tenured individuals (post-CCXP education).
- Monitor the emerging issues facing CX professionals and design education programs, digital and face-to-face, to discuss these issues and best practices.
- Be a research & thought leadership hub informs the community innovation, what works and what doesn't.

### 2) Promote consensus-based definitions, guidance and Standards for quality customer experience

- Create and disseminate industry-specific use cases validating the business impact of enterprise-wide customer experience initiatives, and discuss these use cases collaboratively with practitioners, consultants, and educators.
- Publish relevant CX content on the professional practice of CX and accredit CX trainers that align their training offering with the CXPA Body of Knowledge.
- Support development of trusted models and accreditations that encourage quality CX.

### 3) Make CCXP a central driver for success

- Ensure that the CCXP process is rigorous – but also viewed as fair and worth the effort.
- Smooth the path of learning about, pursuing, and maintaining the CCXP by making CXPA, Recognized Training Providers, and fellow CXPA members valued advisors on the journey
- Create an accessible, streamlined, online self-assessment allowing potential certification candidates to assess their readiness for the CCXP.

### 3) Focus on how CXPA provides mechanisms that enable CX success by being a well-understood, high-performing customer centric organization

#### 1) Improve CXPA's digital presence

- Improve CXPA digital tools to help members to connect to content and connections regardless of location.
- Improve CXPA's website, especially as an outward marketing tool.
- Ensure that CXPA has a connected infrastructure that allows for digital segmentation and personalization.
- Review and improve CXPA communication tools including consideration of regional differences.

#### 2) Rethink CXPA's Engagement Model

- Recognize our members' objective to have meaningful relationships in the CX field and create ways for members to find and connect with CXPA content and other CXPA members based on shared interests or solutions.
- Be a virtual/remote first organization to accommodate geographic dispersal that causes budget, travel, and calendar constraints. Digital tools should be supplemented by a portfolio of approaches to networking and community customized to member needs, desired outcomes, and market potential.
- Evaluate, design and host outreach programs to introduce attendees to CX concepts, CXPA and CCXP.

#### 3) Global Planning and Execution

- Adapt the CXPA business model to support global operations, including finance, operations, technology, and staff skill.
- Ensure that every member has a strong value proposition regardless of their location in the world.
- Increase relevance in and around the largest CXPA markets, proportional to market size and opportunity.
- Encourage and facilitate collaboration between invested regional markets and counterparts to expand value to adjacent regions and time zones.