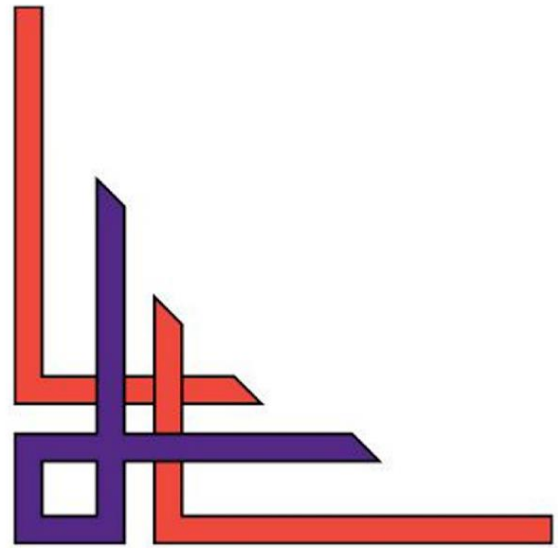
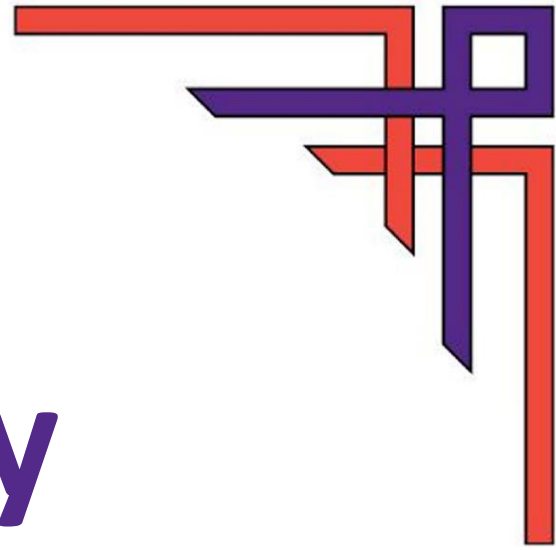


# CXPA Global Strategy

## Regional Analysis



Customer Experience  
Professionals Association™

# At-a-glance view of data across regions

	Overall	US	Europe	Canada	Middle East	Asia	UK	Africa	Oceania	LATAM	Brazil
Current Members	3,041	1,597	292	219	135	133	130	127	56	51	26
Current CCXPs:	1,315	644	268	83	64	57	92	52	34	14	5
Total Database Contacts:	31,306	14,267	2,335	1,397	1,191	1,401	1,215	1,289	677	490	374
2023-24 Volunteers	295	120	41	27	23	21	14	17	10	5	17
Total Spending reflected in Database:	\$8,792,655	\$5,789,756	\$742,381	\$588,146	\$272,435	\$218,734	\$404,303	\$184,772	\$185,692	\$70,996	\$19,446
Average Spent:	\$795	\$877	\$783	\$803	\$751	\$647	\$790	\$711	\$489	\$514	\$463
Higher Ed Institutions	72+	35+	12+	4+	3+	3+	5+	3+	4+	1+	2+
NPS™	24	24	27	21	14	42	-8	36	-7	35	0
Quant Survey Respondents	854	405	24	53	49	60	39	49	21	17	72

Note: Total spending reflects all database transactions since 2016 including membership, certification, events, sponsorship, etc.  
Average spending calculated only for those who have made one or more purchases.

**Current Members**3,041 ●

**Current CCXPs:** 1,315 (43% of membership) ●

**Total Database Contacts:** 31,306 ●

**2023-24 Volunteers:** 295 (10% of members) ●

**2023-24 Job Postings:** 211 ●

**Total Spending reflected in Database**\$8,792,655 ●

**Average Spent:** \$795 ●

**Higher Ed:**

72+ Colleges & Universities globally having one or more CX offering ●

1,358+ published documents in the CX research literature ●

CXPA Database March 18, 2024	CXPA Database 2016 – 3/18/24
CXPA Records 1/1/23 - present	CXPA Higher Ed Project as of Oct 23
Bibliometric analysis of the customer experience literature Javier Gallardo-Garcia, et al Nov 2022	

**NPS™ 24** Detractors: 22% Passive: 33% Promoter: 46%  
(N= 541)

**Most Important Roles for CXPA:**

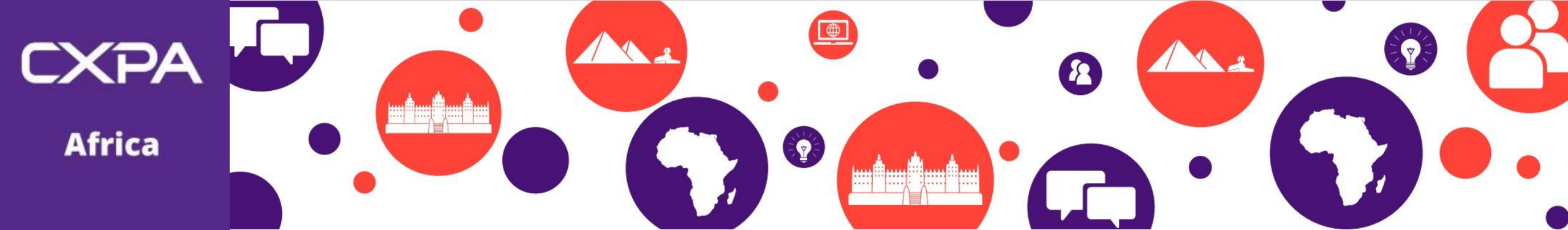
1. Develop CX Success Stories: Researching and sharing effective CX case studies.
2. Promoting CX Standards: Advocating for CX standards and best practices.
3. CX Impact Analysis: Analyzing the business impact of CX strategies.

**Top Barriers to participation:**

- |   |     |
|---|-----|
| 1. Membership fees are too high                                     | 28% |
| 2. None (I do not experience substantial barriers to participation) | 27% |
| 3. Benefits do not justify the costs                                | 23% |

**Quantitative Survey (February 2024)**

- 854 fully completed surveys (13% response rate)
- 70% Members; 19% Former Members; 11% Never Been a Member
- 57% 10+ years CX tenure; 27% 5- 9 years; 14% 1 – 4 years; 2% less than a year
- 52% Non-US; 48% US
- 66% Graduate degree or higher; 25% Undergraduate degree; 8% other
- 62% CX Practitioner; 27% Consultant; 8% Other; 3% Provider



Established
Developing
Beginning

**Current Members**127 (4% of all members)  
**Current CCXPs:** 52 (4%, about expected rate)  
**Total Database Contacts:** 1,289 (4% of all contacts)  
**2023-24 Volunteers:** 17 (13% of members)  
**2023-24 Job Postings:** 4 (2% of all postings)  
**Total Spending from Region**\$184,772 (2% of all spending)  
**Average Spent:** \$711 (11% below average)  
**Higher Ed:** 3+ Colleges & Universities

**Most Important Roles for CXPA:**

- 1. Develop CX Success Stories: Researching and sharing effective CX case studies.
- 2. Promoting CX Standards: Advocating for CX standards and best practices.
- 3. Showcase CX Innovations within Business Conferences: Increase understanding of CX among non-CX professionals by participating in conferences of other industries.

**Top Barriers to participation:**

- |  |     |
|--|-----|
| 1. Membership fees are too high                            | 45% |
| 2. Cultural or regional differences limit my participation | 24% |
| 3. Benefits do not justify the costs                       | 20% |
| 4. Networking opportunities are not helpful                | 20% |

**NPS™ 36**

Detractors: 11% Passive: 42% Promoter: 47%  
(N= 36)

**Strengths**

- 1. Established Network
- 2. Industry Recognition
- 3. Diverse Membership
- 4. Educational Resources
- 5. Advocacy and Thought Leadership

**S**

**Weaknesses**

- 1. Limited Regional Presence
- 2. Membership Costs
- 3. Competition
- 4. Technology Adoption
- 5. Dependency on Volunteer Contributions

**W**

**Opportunities**

- 1. Expansion into Emerging Markets
- 2. Partnerships and Collaborations
- 3. Digital Transformation
- 4. Specialized Training Programs
- 5. Innovation in Member Engagement

**O**

**Threats**

- 1. Economic Downturn
- 2. Regulatory Changes
- 3. Emergence of Competing Associations
- 4. Cybersecurity Risks
- 5. Talent Acquisition and Retention

**T**

Established

Developing

Beginning

**Current Members** 133 (4% of all members)

**Current CCXPs:** 57 (4% of all CCXPs, about expected rate)

**Total Database Contacts:** 1,401 (4% of all contacts)

**2023-24 Job Postings:** 13 (6% of all postings)

**2023-24 Volunteers:** 21 (16% of members)

**Total Spending from Region** \$218,734 (2% of all spending)

**Average Spent:** \$647 (19% below average)

**Higher Ed:** 3+ including Hong Kong Polytechnic University; Indian Institute of Management System;

279 published academic studies

**NPS™ 42** Detractors: 16% Passive: 26% Promoter: 58%  
(N= 38)

#### Most Important Roles for CXPA:

1. Promoting CX Standards: Advocating for CX standards and best practices.
2. Showcase CX Innovations within Business Conferences: Increase understanding of CX among non-CX professionals by participating in conferences of other industries.
3. CX Impact Analysis: Analyzing the business impact of CX strategies.

#### Top Barriers to participation:

- |   |     |
|---|-----|
| 1. Membership fees are too high             | 37% |
| 2. Benefits do not justify the costs        | 32% |
| 3. Networking opportunities are not helpful | 28% |

**Regional note:** CXPA has partnered with Terragni Consulting on Indian CX Awards

# CXPA

## Brazil

Established

Developing

Beginning

**Current Members**26 (0.8% of all members)

**Current CCXPs:** 5 (0.04% of all CCXPs, lagging expected rate)

**Total Database Contacts:** 374 (1% of all contacts)

**2023-24 Volunteers:** 17 (65% of members)

**2023-24 Job Postings:** 0 (0% of all postings)

**Total Spending from Region:** \$19,446 (0.2% of all spending)

**Average Spent:** \$463 (42% below average)

**Higher Ed:** 2+ Colleges & Universities

**NPS™** 0

Detractors: 0% Passive: 100% Promoter: 0%  
(N= 3)

### Most Important Roles for CXPA:

1. Host programs designed to increase CX understanding for CEOs and C-Suite Leaders
2. Supporting CX Research Initiatives: Supporting research in CX
3. Develop CX Success Stories: Researching and sharing effective CX case studies.

### Top Barriers to participation:

- |  |     |
|--|-----|
| 1. Membership fees are too high                            | 63% |
| 2. I am not aware of what membership offers                | 38% |
| 3. Benefits do not justify the costs                       | 25% |
| 4. Cultural or regional differences limit my participation | 25% |
| 5. Language (e.g., materials not in my primary language)   | 25% |
| 6. Membership is not relevant to my job                    | 25% |

**Regional note:** CXPA has partnered in the past with Amigos Do CX in this region.





Established
Developing
Beginning

- Current Members **219** (7% of all members)
- Current CCXPs: **83** (6% of all CCXPs, lag versus expected)
- Total Database Contacts: **1,397** (4% of all contacts)
- 2023-24 Volunteers: **27** (12% of members)
- 2023-24 Job Postings: **19** (9% of all postings)
- Total Spending: **\$588,146** (7% of all spending)
- Average Spent: **\$803** (1% above average)
- Higher Ed: **4+** Colleges & Universities

**NPS™ 21** Detractors:17% Passive: 45% Promoter: 38%  
(N= 53)

**Most Important Roles for CXPA:**

- 1. Promoting CX Standards: Advocating for CX standards and best practices.
- 2. Develop CX Success Stories: Researching and sharing effective CX case studies.
- 3. Research and Thought Leadership Hub: Providing insights for future CX directions.

**Top Barriers to participation:**

- |   |     |
|---|-----|
| 1. None (I do not experience substantial barriers to participation) | 33% |
| 2. Membership fees are too high                                     | 29% |
| 3. Benefits do not justify the costs                                | 19% |

# CXPA

## Europe

Established

Developing

Beginning

**Current Members** **292** (10% of all members)

**Current CCXPs:** **268** (20% of all CCXPs, double expectations)

**Total Database Contacts:** **2,335** (7% of all contacts)

**2023-24 Volunteers:** **41** (14% of members)

**2023-24 Job Postings:** **9** (4% of all postings)

**Total Spending by Region:** **\$742,381** (8% of all spending)

**Average Spent:** **\$783** (2% below average)

**Higher Ed:** **12+** including Karlstad University; **250** published academic studies

**Regional note:** CXPA has collaborated with Awards International on European CX Awards

### NPS™ **27**

Detractors: 23%   Passive: 27%   Promoter: 50%  
(N= 64)

#### Most Important Roles for CXPA:

1. Develop CX Success Stories: Researching and sharing effective CX case studies.
2. Influencing CEOs/C-Suite: Communicating value of CX to senior leadership.
3. Host programs designed to increase CX understanding for CEOs and C-Suite Leaders
4. Promoting CX Standards: Advocating for CX standards and best practices.
5. Showcase CX Innovations within Business Conferences:
6. Increase understanding of CX among non-CX professionals by participating in conferences of other industries.
7. Global CX Best Practices Research: Conducting and sharing global research on CX best practices.

#### Top Barriers to participation:

- |   |     |
|---|-----|
| 1. Membership fees are too high                                     | 37% |
| 2. Benefits do not justify the costs                                | 26% |
| 3. None (I do not experience substantial barriers to participation) | 24% |





## Regional Market Characteristics (as of XX)

Established
Developing
Beginning

- Current Members: 51 (2% of all members)
- Current CCXPs: 14 (1% of all CCXPs, slight lag versus expected)
- Total Database Contacts: 490 (2% of all contacts)
- 2023-24 Volunteers: 5 (10% of members)
- 2023-24 Job Postings: 3 (1% of all postings)
- Total Spending in Region: \$70,996 (1% of all spending)
- Average Spent: \$514 (35% below average)
- Higher Ed: 1+ Colleges & Universities

**NPS™ 35** Detractors:22% Passive: 41% Promoter: 47% (N= 17)

### Most Important Roles for CXPA:

1. CX Impact Analysis: Analyzing the business impact of CX strategies.
2. Educating Stakeholders: Providing CX education to practitioners
3. Influencing CEOs/C-Suite: Communicating value of CX to senior leadership.

### Top Barriers to participation:

1. Membership fees are too high 46%
2. I am not aware of what membership offers 25%
3. Benefits do not justify the costs 21%

Established

Developing

Beginning

**Current Members** 135 (4% of all members)

**Current CCXPs:** 64 (5% of all CCXPs, slightly above expected)

**Total Database Contacts:** 1,191 (4% of all contacts)

**2023-24 Volunteers:** 23 (17% of members)

**2023-24 Job Postings:** 2 (1% of all postings)

**Total Spending:** \$272,435 (3% of all spending)

**Average Spent:** \$751 (6% below average)

**Higher Ed:** 3+ Colleges & Universities

**Regional note:** CXPA has collaborated with Awards International on the Gulf CX Awards. CXPA has also received two governmental related collaboration opportunities from this region.

**NPS™ 14**

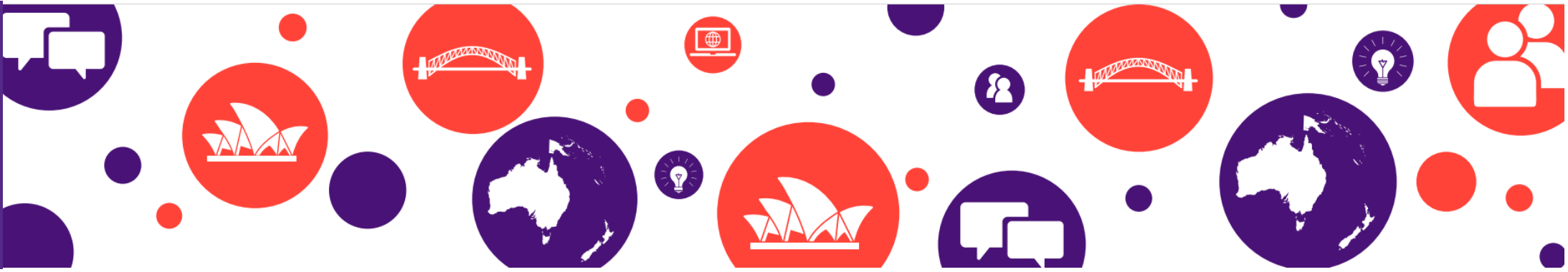
Detractors: 25% Passive: 36% Promoter: 39%  
(N= 28)

### Most Important Roles for CXPA:

1. Develop CX Success Stories: Researching and sharing effective CX case studies.
2. CX Impact Analysis: Analyzing the business impact of CX strategies.
3. Professional Training Programs: Offering CX training for professionals at different career stages.

### Top Barriers to participation:

- |                                      |     |
|--------------------------------------|-----|
| 1. Membership fees are too high      | 41% |
| 2. Benefits do not justify the costs | 29% |
| 3. Lack of digital accessibility     | 24% |



Established

Developing

Beginning

**Current Members**56 (2% of all members)

**Current CCXPs:** 34 (3% of all CCXPs, slightly above expected)

**Total Database Contacts:** 677 (2% of all contacts)

**2023-24 Volunteers:** 10 (18% of members)

**2023-24 Job Postings:** 3 (1% of all postings)

**Total Spending**\$185,692 (2% of all spending)

**Average Spent:** \$489 (39% below average)

**Higher Ed:** 4+ including University of Queensland;  
91 published academic studies

**NPS™**-7

Detractors:27% Passive: 53% Promoter: 20%  
(N= 15)

### Most Important Roles for CXPA:

1. Develop CX Success Stories: Researching and sharing effective CX case studies
2. CX Thought Leadership Forums: Creating platforms for CX thought leadership discussions.
3. Research and Thought Leadership Hub: Providing insights for future CX directions.
4. Global CX Best Practices Research: Conducting and sharing global research on CX best practices.

### Top Barriers to participation:

- |  |     |
|--|-----|
| 1. Membership fees are too high                            | 33% |
| 2. Benefits do not justify the costs                       | 33% |
| 3. Networking opportunities are not helpful                | 33% |
| 4. Cultural or regional differences limit my participation | 33% |



# CXPA

## United Kingdom

Established

Developing

Beginning

**Current Members** **130** (4% of all members)

**Current CCXPs:** **92** (notably higher than expectation; 7% of all CCXPs)

**Total Database Contacts:** **1,215** (4% of all contacts)

**2023-24 Volunteers:** **14** (11% of members)

**2023-24 Job Postings:** **3** (1% of all postings)

**Total Spending:** **\$404,303** (5% of all spending)

**Average Spent:** **\$790** (1% above average)

**Higher Ed:** **5+** including University of London; **190** published academic studies

**NPS™ -8** Detractors: 33% Passive: 42% Promoter: 25%  
(N= 24)

### Most Important Roles for CXPA:

1. CX Impact Analysis: Analyzing the business impact of CX strategies.
2. Develop CX Success Stories: Researching and sharing effective CX case studies.
3. Promoting CX Standards: Advocating for CX standards and best practices.

### Top Barriers to participation:

- |  |     |
|--|-----|
| 1. Membership fees are too high                    | 23% |
| 2. Benefits do not justify the costs               | 23% |
| 3. None (I do not experience substantial barriers) | 23% |

**Regional note:** CXPA has collaborated with Awards International on the UK CX Awards. The UK is also among the most competitive marketplace for CX professional attention.



Established
Developing
Beginning

**Current Members** 1,597 (53% of all members)

**Current CCXPs:** 644 (49% of all CCXPs - lagging expected)

**Total Database Contacts:** 14,267 (46% of all contacts)

**2023-24 Volunteers:** 120 (8% of members)

**2023-24 Job Postings:** 144 (68% of all postings)

**Total Spending:** \$5,789,756 (66% of all spending)

**Average Spent:** \$877 (10% above average)

**Higher Ed:** 35+ including State University Systems of Florida; University of Central Florida; Clemson University; Indiana University System; University System of Georgia  
358 published academic studies

**NPS™ 24** Detractors: 24% Passive: 28% Promoter: 48%  
(N= 303)

**Most Important Roles for CXPA:**

1. Develop CX Success Stories: Researching and sharing effective CX case studies.
2. CX Impact Analysis: Analyzing the business impact of CX strategies.
3. Promoting CX Standards: Advocating for CX standards and best practices.

**Top Barriers to participation:**

- |  |     |
|--|-----|
| 1. None (I do not experience substantial barriers) | 32% |
| 2. Benefits do not justify the costs               | 21% |
| 3. Membership fees are too high                    | 19% |

**Regional note:** The US is the largest and most developed CX market. CXPA has collaborated with Awards International on the US CX Awards.