09:12:29   From Olga Potaptseva : Amazing response rate
09:12:49   From Eytan Hattem, CCXP : CXPA members are engaged
09:12:53   From Greg Melia, CAE : Note: we only sent the survey to people who interacted with the CXPA database since 1/1/2021.
09:18:13   From Olga Potaptseva : would be interesting to see maturity and environment for non-US vs. US
09:19:08   From Lauren Feehrer, CCXP : I'd love to see participation by country, just to understand where we have / don't have engagement.
09:19:11   From Jayalakshmi Sudarshan, CCXP : whats the 5% in pink?
09:19:32   From Megan Burns : Not the focus of this but I'd love to see which domains the degrees are in, i.e., backgrounds.
09:20:49   From Karyn Furstman, CustomersFurst : How did we define consultant?
09:21:20   From Greg Melia, CAE : The supervision element relates to the size of CX teams and makes sense for me resonates for me.
09:22:35   From Olga Potaptseva : I am surprised by Tech and software share
09:22:54   From Megan Burns : 60+% of my original practitioner clients from the early days of CX are now consultants.
09:23:12   From Megan Burns : Replying to "The supervision elem..."

Agreed. This isn't surprising at all.
09:24:00   From Lauren Feehrer, CCXP : The Chief Experience Officer at only 6% is something for us to really consider. We know they are out there - how many are part of CXPA?
09:24:13   From Greg Melia, CAE : The percentage of consultants and consulting industry representation may suggest a market opportunity to specifically serve consultants.
09:24:52   From Karyn Furstman, CustomersFurst : Replying to "The Chief Experience..."

100% agree, Lauren. This is the opportunity and the challenge.
09:25:05   From Megan Burns : @Lauren Feehrer, CCXP - if a large company has a CXO they will most likely have one of their direct reports participate in something like CXPA on their behalf. We saw this with the Forrester CX Leadership Boards consistently.
09:25:26   From Rebekah Kabugo Mugisha : Would be nice to correlate the CX pros that have no one reporting to them and their functions_ To see if they are new in the profession I.e below 4 years or seniors that are sort of like experts in the field_ and can have influence even with no one reporting to them
09:26:11   From Greg Melia, CAE : The CXO market may be one of the markets where we see the most competition from Forrester, Deloitte, and other for-profits. Also a good question -- what would CXPA need to do to capture more CXOs?
09:26:58   From Megan Burns : Reacted to "The CXO market may b..." with 👍

09:27:49   From Eytan Hattem, CCXP : I am not sure everyone has the same definition of what working in Customer Experience means
09:30:01   From Greg Melia, CAE : Agree with @Eytan Hattem, CCXP ... many people who are in CX roles now include their entire past history as "working in the profession" even if that experience was adjacent in marketing or a customer service role. But the education together with

tenure does suggest we are serving a more advanced market than how people characterized CXPA four years ago IMO.

09:30:22   From Jayalakshmi Sudarshan, CCXP : Reacted to "Agree with @Eytan Ha..." with 👍

09:30:23   From Eytan Hattem, CCXP : Reacted to "Agree with @Eytan Ha..." with 👍

09:31:39   From Megan Burns : Replying to "Agree with @Eytan Ha..."

I also agree, but if they are taking this survey and identifying themselves as in CX they have an affinity for the space regardless of their formal role or function. It's how they see themselves vs. how their company sees them.

09:32:34   From Eytan Hattem, CCXP : It would be good to separate the consultants

09:32:40   From Eytan Hattem, CCXP : I think it will change many of the results

09:32:52   From Greg Melia, CAE : Reacted to "I think it will chan..." with 👍

09:34:31   From Bryan Sander, CCXP : From a CX practitioner perspective, I think this chart underscores the need for executive change mgmt. skills that CXPA might be able to enable/equip practitioners with.... it suggests that practitioners have a clear CX agenda/intention, but the company isn't as supportive.

09:34:38   From Greg Melia, CAE : CX is a tough profession -- my hypothesis is that it has lower average tenure and more inter-organization movement than other professions. Consulting is both a long-term and (occasionally short-term) career step in that progression.

09:34:54   From Megan Burns : Reacted to "From a CX practition..." with 👍

09:34:57   From Jayalakshmi Sudarshan, CCXP : Reacted to "From a CX practition..." with 👍

09:34:58   From Olga Potaptseva : Reacted to "From a CX practition..." with 👍

09:35:15   From Bryan Sander, CCXP : Replying to "Agree with @Eytan Ha..."

Agreed. I'd pay attention to this for those who said they are in CX AND have a high # of staff... it's likely that other functions are included in their CX org.

09:35:15   From Barbie Fink, CCXP : I know there isn't enough data, but it would be interesting to see a crosstab that shows the level of job mapped against personal and company maturity.

09:35:24   From Jayalakshmi Sudarshan, CCXP : Replying to "From a CX practition..."

Agree!

09:36:59   From Megan Burns : Replying to "I know there isn't e..."

To what end, Barbie? Do you have a hypothesis about how the results will pan out?

09:37:07   From Greg Melia, CAE : Replying to "From a CX practition..."

Would love to see this chart without consultants in it -- and also by the individual's tenure at the company, and crosstab of company level by cx pro level ... where are CX masters hired?

09:39:06   From Megan Burns : Don't think these results surprise anyone here.

09:40:17   From Bryan Sander, CCXP : Was there any impact weighting/regression analysis to see which of these factors were "most important?"

09:40:23   From Olga Potaptseva : could you dive deeper into the differences between showing CX value and measuring success?

09:40:23   From Bryan Sander, CCXP : Replying to "Don't think these re..."

agreed.

09:42:08   From Megan Burns : Replying to "could you dive deepe..."

Yes, I'd like to see the raw questions.

09:42:52   From Greg Melia, CAE : Agree with @Megan Burns -- consultants can (and maybe should) be a part of our strategy to understand priorities and influence how CX is practiced. Provided, of course, that the questions and framework starts from an independent (versus self-interested) perspective.

09:43:10   From Barbie Fink, CCXP : Replying to "I know there isn't e..."

If we think about how to most successfully move/advance the maturity level of CX within an organization, it's all about the sphere of influence an individual has in breaking down silos and promoting change. My hypothesis is that organizations that are more mature are also more supportive of CX staff at higher levels within the org .

09:43:33   From Megan Burns : Reacted to "If we think about ho..." with 👍

09:43:37   From Karyn Furstman, CustomersFurst : Reacted to "If we think about ho..." with 👍

09:43:54   From Eytan Hattem, CCXP : Replying to "I know there isn't e..."

I agree. It's directly connected

09:44:15   From Jayalakshmi Sudarshan, CCXP : Reacted to "If we think about ho..." with 👍

09:44:19   From Greg Melia, CAE : Reacted to "If we think about ho..." with 👍

09:44:48   From Karyn Furstman, CustomersFurst : Replying to "I know there isn't e..."

@Barbie Fink, CCXP agree 💯

09:47:03   From Greg Melia, CAE : Good luck trying to teach that Greg guy, @Dean West, Association Laboratory!

09:47:05   From Megan Burns : Love this framework!!

09:47:17   From Greg Melia, CAE : Reacted to "Love this framework!..." with ❤️

09:51:11   From Megan Burns : The things that are under Education are what the industry has most of now from a wide variety of players.

09:52:49   From Megan Burns : As @Bryan Sander, CCXP mentioned, they may be in more need of skills development. To me that's very different from Education.
09:55:08   From Barbie Fink, CCXP : Reacted to "As @Bryan Sander, CC..." with 👍
09:56:57   From Rebekah Kabugo Mugisha : The 38% Moderately satisfied are like passives_ it would be nice dive in their reasons
09:57:09   From Olga Potaptseva : Reacted to "The 38% Moderately s..." with 👍
09:57:13   From Jayalakshmi Sudarshan, CCXP : Reacted to "The 38% Moderately s..." with 👍
09:57:14   From Karyn Furstman, CustomersFurst : Reacted to "The 38% Moderately s..." with 👍
09:57:38   From Greg Melia, CAE : Reacted to "The 38% Moderately s..." with 👍
10:01:22   From Megan Burns : Relevance also has to do with perceived applicability in their domain. B2B people often don't see B2C oriented CX content as relevant.
10:04:07   From Bryan Sander, CCXP : Apologies I have to drop for my next mtg.
10:04:14   From Greg Melia, CAE : Reacted to "Apologies I have to ..." with 👍
10:05:59   From Lauren Feehrer, CCXP : Interesting that certification opportunities was so low. I wonder what that would look like without consultants, and also with a non-CCXP (already certified) group.
10:06:10   From Greg Melia, CAE : I'd like to see the substantial barriers cross-tabbed by region.
10:08:10   From Rebekah Kabugo Mugisha : On membership fees it would also be nice to see whether members pay for themselves or by their companies then that would drive the strategy for recruiting members- through companies if we find ease of entry at that point ..
10:17:18   From Megan Burns : Don't assume the formal education is in CX because it's likely not. My degree is in software engineering. We had people on my team with degrees in economics, psychology, and medieval history.
10:19:04   From Eytan Hattem, CCXP : Correct
10:19:22   From Lauren Feehrer, CCXP : There are very few universities with formal CX programs/degrees.
10:19:32   From Jayalakshmi Sudarshan, CCXP : Replying to "There are very few u..."

True!
10:20:37   From Greg Melia, CAE : Replying to "There are very few u..."

agreed ... most of these are courses or weekend symposiums: https://www.cxpa.org/highered
10:27:13   From Olga Potaptseva : How does the survey demographic compare to the overall universe of CXPA members?
10:28:34   From Megan Burns : In publishing there's the idea of - are you writing a book that an individual buys or a book that a leader buys for their team? Those are different books written different ways. Feels like we have a little bit of that same dynamic.

10:28:51   From Jayalakshmi Sudarshan, CCXP : Reacted to "In publishing there'..." with 👍
10:28:52   From Karyn Furstman, CustomersFurst : I need to drop for another call. Thanks - great information and discussion!
10:28:59   From Greg Melia, CAE : Reacted to "I need to drop for a..." with 👍
10:29:00   From Dean West, Association Laboratory : Reacted to "I need to drop for a..." with 👍
10:33:26   From Richard Mayne : That's brilliant, thanks Greg
10:33:42   From Dean West, Association Laboratory : Removed a 👍 reaction from "I need to drop for a..."
10:33:52   From Lauren Feehrer, CCXP : Reacted to "In publishing there'..." with 👍
10:35:44   From Megan Burns : I'd be curious to see the market size of various geographies. How many companies like the ones our members come from exist in a given market? Growth may come from getting people from more companies, not more people from the same company.
10:41:59   From Olga Potaptseva : People want to be successful!
10:42:14   From Megan Burns : Replying to "People want to be su..."

Yep!
10:52:11   From Rebekah Kabugo Mugisha : Reacted to "People want to be su..." with 👌
10:54:35   From Megan Burns : 👏