

2-Day TOC for CCXP Customer Experience Professional

DAY 1 — FOUNDATIONS & STRATEGIC CX LEADERSHIP

Module 1: Welcome & Program Orientation

- Purpose of the program
- CX maturity self-assessment
- Expectations and success criteria

Module 2: CXPA CX Framework Overview

- The five competency areas
- How CX roles integrate across the organization
- What “good CX” looks like globally

Module 3: Customer Insights & Understanding

- Voice of Customer (VoC) systems
- Qualitative vs. quantitative research
- Journey mapping fundamentals
- Personas and behavioral insights
- Identifying experience gaps

Module 4: Customer Experience Strategy

- Linking CX strategy to business strategy
- Defining intended customer experiences
- Prioritization frameworks (e.g., impact vs. effort)
- Building a CX roadmap
- Communicating CX strategy to stakeholders

Module 5: Metrics, Measurements & ROI

- Perception, descriptive, and outcome metrics
- Linking CX metrics to business outcomes
- CX dashboards and reporting
- Executive buy-in through data storytelling

Day 1 Wrap-Up

- Reflection prompts
- Knowledge check
- Action commitments

DAY 2 — DESIGN, IMPLEMENTATION & CULTURE ENABLEMENT

Module 6: Design, Implementation & Innovation

- Human-centered design principles
- Future-state journey mapping
- Experience design process
- Prototyping and iterative testing
- Prioritizing improvement opportunities

Module 7: Change Management for CX

- Cross-functional alignment
- Process, people, and technology interdependence
- Project management essentials for CX initiatives

Module 8: Culture & Accountability

- Building a customer-centric culture
- Leadership behaviors that reinforce CX
- Reward and recognition systems
- Embedding CX into hiring, training, and KPIs
- CX governance and accountability models

Module 9: CX Leadership in Practice

- Case studies
- Scenario-based decision making
- Handling resistance and influencing stakeholders

Module 10: Personal CX Leadership Plan

- Individual capability assessment
- 90-day CX action plan
- Templates and tools

Program Close

- Final knowledge check
- Participant commitments
- Certificates & next steps (including CCXP pathway)