



# THE OFFICIAL CCXP PROGRAM HANDBOOK

Your guide to understanding the experience needed, application procedure, testing process, and recertification requirements to earn and maintain the Certified Customer Experience Professional certification.



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# INTRODUCTION

## Welcome

On behalf of the CCXP Advisory Committee and Customer Experience Professionals Association, thank you for your interest in the Certified Customer Experience Professional (CCXP) certification!

The purpose of the Certified Customer Experience Professional program is to:

- ◉ Define and evolve a global consensus-based framework to assess CX practitioners' knowledge of the customer experience discipline.
- ◉ Set application and recertification requirements reflective of employer expectations of the requisite experience, leadership, and continuing education to provide effective CX expertise and leadership.
- ◉ Grant the Certified Customer Experience Professional (CCXP) certification to those who have met and maintained program requirements.

This Handbook introduces you to the CXPA CX Framework, which serves as the basis of the CCXP program, and the steps to earning and maintaining your certification. Our goal is to provide a smooth and positive credentialing experience. If you have questions after reading this Handbook, please e-mail [ccxpsupport@cxpaglobal.org](mailto:ccxpsupport@cxpaglobal.org).

We applaud your efforts to create great customer experiences and to help your clients, colleagues, and companies do the same. Professionals like you are raising the bar to meet and exceed customer expectations.

We wish you the very best of success in your CCXP journey!

Adrienne Bryant, CAE, CCXP Program Director

Benjamin Easaw, CCXP, Chair, CCXP Advisory Committee





## About The Customer Experience Professionals Association (CXPA)

The Customer Experience Professionals Association (CXPA) is an independent global non-profit organization dedicated to the customer experience profession. We increase the impact and visibility of customer experience professionals, facilitate effective member-to-member sharing, and establish respected standards. We publish the CXPA CX Book of Knowledge and grant the Certified Customer Experience Professional (CCXP) certification. Membership in the CXPA is strongly encouraged, but not required, to apply for, earn, or maintain the CCXP. Members receive significant discounts on CCXP fees, as well as access to member-only content and connections that may be useful during CCXP preparation and recertification. Learn more at [www.cxpaglobal.org](http://www.cxpaglobal.org).

## The CXPA CX Framework

The CXPA developed the CXPA CX Framework to document the knowledge, skills, and abilities essential to serving as a customer experience professional. It was created through intensive research into the tasks performed by CX professionals and verified through an industry-wide job task analysis conducted by psychometricians. The Framework is regularly reviewed to ensure it is relevant to current CX practices. Over 300 global customer experience professionals provided feedback in the most recent job task analysis, conducted in 2020.

The CXPA CX Framework is organized into five competency areas:

				
<b>Customer Insights and Understanding</b>	<b>Customer Experience Strategy</b>	<b>Metrics, Measurements, and ROI</b>	<b>Design, Implementation, and Innovation</b>	<b>Culture and Accountability</b>

Job tasks, knowledge, skills, and abilities are presented for each competency area. A Job Task is an activity regularly performed by a CX professional. Knowledge refers to the process and concepts with which a CX professional should be familiar. Skills and abilities refer to a CX professional's proficiency in applying knowledge to the practical tasks necessary for professional success.



## The CXPA CX Framework

### *Customer Insights and Understanding*

Building collective insight into customer needs, wants, perceptions, and preferences through the capture and analysis of the voice of the customer.

Job tasks	Knowledge, skill, and ability competencies
<ul style="list-style-type: none"> <li>Assess infrastructure mechanisms and methodologies to capture internal and external CX data</li> <li>Design voice of the customer programs</li> <li>Identify customer and employee touchpoints in the customer experience</li> <li>Determine gaps and research strategies to address deficiencies</li> <li>Collect experience feedback from customers</li> <li>Collect customer experience and improvement feedback from employees</li> </ul>	<ul style="list-style-type: none"> <li>Journey mapping</li> <li>Process mapping</li> <li>Persona mapping</li> <li>Operational data</li> <li>Customer data</li> <li>Qualitative research methods</li> <li>Quantitative research methods</li> <li>Behavioral science techniques</li> </ul>

### *Customer Experience Strategy*

Development of a strategy that articulates a clear vision of the experience that a company seeks to create in support of the company's brand values, including its direct linkage to CX activities, resources, and investments.

Job tasks	Knowledge, skill, and ability competencies
<ul style="list-style-type: none"> <li>Create a CX Strategy</li> <li>Align the customer experience strategy to organizational strategy, goals, and brand values and attributes</li> <li>Determine the strategic focus, business case, and tactics into programmatic components</li> <li>Develop a plan for communicating the CX strategy to stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>CX best practices across industry</li> <li>Business strategy frameworks and planning</li> <li>Intended customer experiences</li> <li>Cross-business unit efforts</li> <li>Interdependencies across people, process, and technology</li> </ul>

## 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"> <li>Identify and align key CX metrics to organizational strategy</li> <li>Utilize metrics to make recommendations for executive buy-in</li> <li>Evaluate CX metrics and insights at the corresponding level of the organization</li> <li>Develop framework to link improved experience metrics to business outcomes</li> </ul>	<ul style="list-style-type: none"> <li>Perception metrics</li> <li>Descriptive metrics</li> <li>Outcome metrics</li> <li>CX data mining and analysis</li> <li>Experience measurement and research methodologies</li> <li>Key drivers and impact on business performance</li> <li>Communication, reporting, and presentation of information</li> <li>Self-service access to data, views, and analytics</li> <li>Documentation and tracking of changes in CX metrics</li> <li>Business value and ROI of investing in customer experience</li> <li>Tools and methodologies</li> </ul>

## Design, Implementation, and Innovation

Implementing practices and approaches to continuously improve, design and differentiate customer experiences.

Job tasks	Knowledge, skill, and ability competencies
<ul style="list-style-type: none"> <li>Utilize customer insights to define and prioritize experience requirements and opportunities (e.g., voice of the customer, customer journey mapping)</li> <li>Establish a defined CX design process</li> <li>Facilitate an end-to-end CX design</li> <li>Implement the CX design</li> <li>Develop a list of top customer experience improvements</li> <li>Integrate processes and tools for continuous customer experience improvements</li> </ul>	<ul style="list-style-type: none"> <li>Design thinking and customer co-creation approaches</li> <li>Experience gap analysis and prioritization</li> <li>Human-centered design and innovation</li> <li>Future state journey mapping</li> <li>Control and response plans</li> <li>Operating plan and capabilities</li> <li>Tactics</li> <li>Change, project, and process management</li> <li>Interdependencies</li> <li>Iterative ideation and prototyping</li> </ul>



## Culture and Accountability

Creating and nurturing a culture, through behaviors, practices and standards that encourages all employees to focus on delivering outstanding customer experiences. Driving change and developing cross-company experience accountability from the C-suite to the front line.

Job tasks	Knowledge, skill, and ability competencies
<ul style="list-style-type: none"> <li>Assess and determine ongoing strategies for sustaining a customer-centered culture</li> <li>Manage and maintain executive accountability for CX strategy</li> </ul>	<ul style="list-style-type: none"> <li>Established best practices for cultivating a customer-focused culture</li> <li>Employee hiring, training, and coaching alignment</li> <li>Reward, recognition, and other engagement strategies</li> <li>CX communication strategies</li> <li>Stakeholder and change management approaches</li> <li>Assess and guide an organization's CX maturity</li> <li>Customer experience impact as criteria for business decisions</li> <li>KPI ownership</li> <li>Sponsorship and engagement</li> <li>Business goal alignment with customer-centric culture</li> </ul>



## Is the Certified Customer Experience Professional Right for You?

The CCXP credential demonstrates that a professional has the experience, education, and competency to lead and direct customer experience strategy, programs, projects, and more. Candidates for this credential want to distinguish themselves in the workforce, validate their skills, stand out to employers, and maximize their earning potential. If this describes you, we recommend you read this Handbook and make a plan to become a CCXP.

## The CCXP Program

The Certified Customer Experience Professional (CCXP) certification is a third party, independent certification granted by the Customer Experience Professionals Association (CXP). It is the oldest and most respected CX certification program. The CCXP serves as the CX industry standard based on extensive consensus research into the essential tasks performed by CX professionals. The typical CCXP:

- ◉ Has a higher education degree
- ◉ Three+ years of professional experience across the entire CX spectrum
- ◉ The knowledge to pass a challenging scenario-based exam, and
- ◉ A commitment to ongoing education to keep CX skills up to date that is the basis of recertification, which is required every three years.

## CCXP Certification Process Overview

The CCXP should be viewed as a career commitment. Most individuals seeking to earn the CCXP spend considerable time gaining experience and learning relevant content before applying to begin the certification process. Well-prepared candidates can complete the application and examination steps in a matter of a few weeks. Once earned, the certification is maintained through continuing education and recertification.

We have prepared this Handbook in three guidance sections to help you navigate the three phases of the CCXP journey:

1. Individual preparation and accumulation of experience
2. CCXP application and examination
3. Continuing education, leadership, and recertification

As appendices to this Handbook, we have also included:

1. **Appendix A:** Sample CCXP Exam Questions
2. **Appendix B:** What to Expect on Exam Day
3. **Appendix C:** CCXP Principles and Policies
4. **Appendix D:** Sample CCXP Exam Question Answers



# 01

## INDIVIDUAL PREPARATION AND ACCUMULATION OF EXPERIENCE

The CCXP program is different than other learning or certificate programs. While there are no specific courses or required readings to participate, you do need to meet experience requirements before you are able to take the CCXP exam – and you need to pass the exam to earn the certification. While everyone is eligible to apply to the program, everyone must meet the application requirements and achieve a passing exam score to earn the CCXP.

### Assessing Your Application Readiness

Review the application requirements. If you do not have the necessary work tenure based on your educational background, you should not submit a CCXP application until you do. (While you gather that experience, it is often useful to pursue knowledge study preparation.) If you have the necessary work tenure but do not yet have sufficient breadth of CX experience, you will want to lead or participate in work or volunteer projects that will get you the types of experience you lack. Making sure that you meet all the application requirements before you submit your application will not only save you time and money but will also ensure that you have the background that employers expect when hiring for CX leadership positions.

### Knowledge Study Preparation

Most CX professionals have developed their CX knowledge through courses in related disciplines, vocational webinars and conferences, reading, and on-the-job training. The CCXP program does not require you to have completed specific activities – rather, the exam will serve as the arbiter of your understanding of CX and your ability to apply it.

Most CCXP candidates begin their knowledge study preparation by reviewing the knowledge, skills, and abilities outlined in the CXPA CX Framework. If you feel confident of your knowledge in every area, you may not need to undertake additional study to be successful on the exam. However, most candidates develop a course of preparation tailored to their individual needs. Here are some knowledge study preparation steps you may consider:



**CXPA Recognized Training Provider (RTP) courses** – If you prefer a well-organized, comprehensive training program to help you build your knowledge and prepare to be tested, CXPA RTPs offer a variety of courses in a wide range of formats and price points – both online and in locations across the globe. CXPA RTPs are the only preparation resources that the CXPA has vetted to ensure trainer qualification and alignment with the CXPA CX Framework.



**The CXPA CX Book of Knowledge** – If you would like to include reading in your preparation, the CXPA CX Book of Knowledge addresses CXPA CX Framework key content. While this book is not designed as a study guide, it can be one part of a broader plan.



**Peer support from CCXPs and fellow CCXP Candidates** – CXPA members and CCXPs are often willing to provide individual advice and support. Many CCXP candidates also form informal study partnerships or small groups. Peer-to-peer support can be a particularly useful early step used to determine whether you would benefit from additional courses or reading.

For more advice on exam preparation resources, see the [CCXP website](#).

Once you believe you meet the application requirements and feel confident that you are likely ready for examination, closely review this Handbook to make sure you understand the process and have the time and resources to be successful – then submit your application to get started.



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## CCXP APPLICATION AND EXAMINATION

Once you believe you meet the application requirements and feel confident that you are ready to take the examination, you are ready for program application and examination.

Your program application will document your educational, employment, and experience background in a standardized manner to allow it to be reviewed by a panel of your peers against the CCXP requirements. It is critical that you take the time to be thorough and complete to allow their assessment. If you do not include sufficient information or the information provided does not meet the requirements in the judgment of your peers, you will be given the opportunity to make adjustments. However, these rounds of revision are limited and delay your CCXP journey, so please put your best application forward.

### CCXP Application Requirements

The CCXP program is open to all applicants, and program policies are designed to ensure that all candidates are treated fairly and equally. The CXPA does not discriminate against any person based on age, gender, sexual orientation, race, religion, national origin, medical condition, physical disability, veteran status, or marital status. However, every candidate must meet the eligibility requirements and pay applicable fees.

#### Eligibility Requirements

##### CX Work Experience Tenure

Three years of full-time CX work experience

## Education

Post-secondary Degree (or global equivalent) **Or** High School Diploma (or equivalent) **PLUS** an additional 2 years of Qualifying CX Work Experience Tenure

### Breadth of CX Experience:

Because leading a CX program requires an understanding and experience in a broad range of CX responsibilities, your application needs to demonstrate that you have experience, including managing and developing strategy, in the core CX competencies:

- Customer Insights and Understanding
- Customer Experience Strategy
- Metrics, Measurements, and ROI
- Design, Implementation, and Innovation
- Culture and Accountability

Your application should document your level of responsibility (e.g., supported execution, managed execution, or developed strategy) for each area. (*Tip: Volunteer activities can meet this requirement.*)



Instructions, along with a sample completed application, are available [here](#).

## Application Fee

You will need to pay the application fee when your application is submitted. The CCXP application fee includes having your application reviewed and your first exam attempt.

### CCXP Application Fee

**\$645.00** U.S. Dollars (CXPA Members: **\$495.00** U.S. Dollars)



Options are available for bundled applications and membership packages.

#### Note:

1. Application fees are 100% non-refundable unless the CCXP program notifies you that you are ineligible for the program. If you are determined not to be eligible to take the CCXP exam, your fees will be returned to you less a \$150 application processing fee.
2. Examination testing rights expire six months after the date of application approval.

## Completing and Submitting Your CCXP Application

The CCXP program uses an online certification application, which is available [here](#). You will submit your payment during the application process or follow the provided steps to complete payment by Bank Transfer or check. Applications received without payment will not be reviewed until payment is received.

## Application Review

Your application will be assessed using guidelines established by the CCXP Advisory Committee. This process is designed to ensure that your responses are considered by CCXP peers rather than solely by an automated screening. As a result, the process does take time. Most reviews are entirely completed within 15 to 30 business days. If we ask you to clarify or supplement your submitted information, you will have 45 days after notification to satisfy the additional request, so the process can take longer.

## Six-Month Examination Testing Window

Once your application is approved, you can take the CCXP examination during the next six months. Your first attempt at the examination is included in your application fee; subsequent attempts are subject to a retesting fee. We recommend testing promptly to allow you the maximum flexibility in preparing and scheduling to retest if needed.

## The Exam Format and Content

The CCXP examination is a 100-question multiple-choice exam administered in a maximum three-hour time period. The exam is offered in either English or Metropolitan French. The CCXP Examination is closed book, and you will not have access to reference materials, calculators, or electronic devices to assist you during the exam.

The CCXP Certification Exam content is determined by the CXPA CX Framework.

The number of questions that are included in the exam are:

<b>Customer Insights and Understanding</b>	22 Questions
<b>Customer Experience Strategy</b>	20 Questions
<b>Metrics, Measurements, and ROI</b>	20 Questions
<b>Design, Implementation, and Innovation</b>	19 Questions
<b>Culture and Accountability</b>	19 Questions

## Exam Registration

Approved applicants will receive an email from [registrations@isoqualitytesting.com](mailto:registrations@isoqualitytesting.com) with instructions and exam registration login credentials. Applicants may then go online to select the delivery method (in-person testing center or AI-monitored remote testing), and day and time to take the exam. You may schedule to take the exam on any day or time, depending on facility and system availability.

### Choosing Your Test Administration Method

#### In-person test center:

- You may select any of the more than 900 [Prometric/ISO Quality Testing](#) centers worldwide.
- A suitable testing environment and all necessary equipment will be provided for your testing.
- Scheduling is subject to your testing center hours of operation and availability.
- You will need to fulfill all onsite security measures (e.g., presenting your examinee ID, passcode, proper ID, and storing all personal items in a secure locker).
- There is no additional fee for in-person testing - though you are responsible for your own travel.

#### AI-monitored remote testing:

- You may also arrange to take the exam by AI-monitored remote proctor at the location of your choice, provided you can meet necessary technology and testing requirements.
- You will need to provide a personal Windows-based PC that has suitable camera and microphone systems; can be disconnected from any docking stations/accessories; and for which you have software installation rights, including addressing any firewall issues that may arise.
- You will also need to have reliable power and internet connections for the system use throughout the three-hour examination.
- You will need to identify and provide a location that meets security protocols.

**Note:**

You can review the remote proctor user guide and can test your system compatibility [here](#).



## Candidate Admission Letter

After you have registered to take the exam, you will receive a **candidate admission letter** by email which confirms:

- ⦿ The Exam Delivery Method (In-Person Test Center Or Remote Proctor)
- ⦿ Date And Time Of The Scheduled Exam
- ⦿ Examinee Id And Passcode
- ⦿ Other Important Information About The Exam Administration Process

Please **PRINT the candidate admission letter and store it in a safe place**. You will be required to present the **printed** candidate admission letter during your exam appointment. If you misplace the email containing the candidate admission letter or need help, please contact [ccxpsupport@cxpaglobal.org](mailto:ccxpsupport@cxpaglobal.org).

## Exam Rescheduling and Cancellation

When you schedule your exam appointment, you will be given contact information including how to reschedule or cancel the examination appointment. In general, if a candidate reschedules or cancels a scheduled examination **less than five calendar days prior to the scheduled examination** or is unable to complete the scheduled examination for any reason (including failure to comply with the security or technical requirements for testing), any examination credits or fees will be forfeited <sup>1</sup>. Subsequent reexaminations will be subject to retake fees.

## Exam Results

You will receive your results by email immediately after completing the exam. The results will indicate whether you have earned the CCXP credential. If you do not meet the passing score, you will be given a diagnostic report showing your performance in each content area to provide you with insight as you may prepare to take the exam again.

## A Closer Look at How Your Results Are Determined

The CCXP Advisory Committee uses a criterion-referenced method for determining the passing score for the CCXP exam. The process for setting the passing score involves a representative international panel of CX experts that have reviewed each test question to evaluate its difficulty. These judgments were analyzed statistically by professional psychometricians to determine the passing score using a modified Angoff mathematical analysis. For this reason, the specific passing score on an examination varies between text administrations but is always scored relative to the same passing standard – similar to how the number of strokes to score par varies among different golf courses.

<sup>1</sup> Cancellation policies are governed by Prometric/ISO Quality Testing. The fees may be waived in certain circumstances such as jury duty, a candidate medical emergency, death of an immediate family member or candidate active-duty military orders. If you experience any of these, contact Prometric/ISO Quality Testing and/or CCXP Support ([ccxpsupport@cxpaglobal.org](mailto:ccxpsupport@cxpaglobal.org)) to provide proper documentation to see if an exception can be made.

Your exam score will be compared to the CCXP Advisory Committee's expectation for a passing score. If you meet or exceed the passing score, you will be granted the CCXP certification. In line with credentialing practices, you will not receive your specific score, as passing scores should not be used on a comparative basis. If you do not meet the passing score, you will be given a diagnostic report showing your performance in each content area to provide you with insight as you may prepare to take the exam again.

## Retaking the Exam

If you do not achieve a passing score, you are eligible to retake the exam up until the last day of the six-month eligibility window established by your application. Retesting fees are (\$348.00 (U.S. Dollars); \$198.00 CXPA members) and you will receive instructions on how to register and pay to retake the exam if needed. If you have not earned the CCXP by the expiration of the six-month testing period, you may submit a new application with applicable fees to open a new six-month testing window.



# 03

## USING AND MAINTAINING YOUR CCXP

### Use of the CCXP Credential

Candidates who pass the exam can begin using the CCXP title and marks associated with it immediately upon notification by email. You will also receive an electronic certificate that includes your official date of certification and date through which you are certified. Within 14 days, you will also be added to the [CCXP Directory](#) and receive information on using the official CCXP digital badge. If you prefer not to be listed in the directory of CCXPs for any reason, please notify us by emailing [ccxpsupport@cxpaglobal.org](mailto:ccxpsupport@cxpaglobal.org).

### Recertification Requirements

Earning the CCXP is an indication of your experience and knowledge. Maintaining your CCXP through recertification shows that you are keeping up with changes in customer experience and continue to meet the standards of the CCXP program.

CCXP recertification requires 30 credits of qualifying activities. Recertification will extend your CCXP status for an additional three years from its current expiration date. CCXPs are encouraged to begin their recertification process early in order to ensure that all activities are completed in time to allow submission and approval of the recertification application before the expiration date on their current CCXP certificate.

### What are qualifying activities?

The CCXP Advisory Committee has discussed the variety of ways that CCXPs keep up to date with CX practice. While a wide range of activities are recognized for credit, the Committee believes that the primary focus needs to be on real-time CX education. A CCXP can earn all necessary credits by attending 30 real-time hours of CX education over three years – such as CXPA's CX Leaders Advance program each year, or real-time training offered by CXPA Recognized Training Providers. To accommodate those who may not be able to participate in 30 hours of real-time education, an applicant may earn up to 15 hours from other activities.

## Real-time education (Minimum of 15 credits required, no maximum of credits)

The simplest (and most recommended) method is to attend real-time education offered through CXPA, CXPA Recognized Training Providers, or other similar live, verified programs related to customer experience as defined by the CXPA CX Framework. Each real-time education program counts on an hour-for-hour basis, so you can complete your entire recertification requirements by completing 10 hours of real-time education each year – either as in-person programs or as virtual events.

**Examples:** CXPA CX Leaders Advance; “Live” In-person or Virtual CXPA Recognized Training Provider CX courses; Michigan State University CX classes; “Live” participation in CXPA CX Webinars or online programs; “Live” participation in CXPA Partner CX education sessions.

### NOTES ON REAL-TIME EDUCATION:

- ◉ **“Live”** means that a program is led real-time, with interaction between the instructors and fellow participants.
- ◉ **“Verified”** means that a program or program provider has been reviewed by CXPA and confirmed to present content in line with the CXPA CX Framework. If you are submitting a program that has not been pre-verified by CXPA (e.g., offered by CXPA or an identified CXPA partner), you will be required to present additional information to help the CCXP program review the content of the program (e.g., an agenda or other program materials with sufficient detail to show that the content is related to the CXPA CX Framework.)
- ◉ **Credits are earned on an hourly basis**, with one hour of instruction counting for one credit. Partial hours may be counted.
- ◉ **There is no limit to the number of real-time education credits** you may earn.

While the CCXP Advisory Committee sees real-time education as the most recommended method to maintain your knowledge and CCXP credential, it also realizes that there can be different preferences for individual professional development or barriers that prevent real-time education participation. Therefore, the CCXP program allows credits to be earned for a wide variety of additional activities – but limits the number of credits for each to ensure the external validity of the process. Collectively, these restricted qualifying activities can count for up to half (or 15 hours) of your recertification requirements.

## Independent or Self Study education (no minimum, maximum of 15 credits)

Watching a pre-recorded webinar or completing an independent self-study course related to customer experience as verified by the CXPA CX Framework. The total number of Independent or Self Study education credits that can be counted in a recertification application is a maximum of 15 total credits, counted on an hour-for-hour basis.

**Examples:** On-Demand Courses through [www.cxeducation.com](http://www.cxeducation.com); Watching recordings of CXPA and CXPA partner CX webinars; similar course offerings by others; listening to CX podcasts.

#### NOTES ON INDEPENDENT OR SELF-STUDY EDUCATION:

- ⦿ **“Independent or Self Study”** means that a participant in a program does so as an individual without direct, real-time opportunity for interaction with the instructors and fellow participants.
- ⦿ **“Verified”** means that a program or program provider has been reviewed by CXPA and confirmed to present content in line with the CXPA CX Framework. If you are submitting a program that has not been pre-verified by CXPA (e.g., offered by CXPA or an identified CXPA partner), you will be required to present additional information to help the CCXP program review the content of the program (e.g., an agenda or other program materials with sufficient detail to show that the content is related to the CXPA CX Framework.)
- ⦿ **Credits are earned on an hourly basis**, with one hour of instruction counting for one credit. Partial hours may be counted.
- ⦿ **There is a limit of 15 Independent or Self Study education credits per recertification application.**

### **CX Volunteering** (No minimum, but a maximum of 6 recertification credits)

Serving as a CXPA or CXPA partner volunteer can take a variety of forms (from staffing a registration table to serving on a Board) and degrees of volunteer engagement. The total number of CX Volunteer credits that can be counted in a recertification application is a **maximum of 6 total credits**, counted on an activity basis as explained in the application.

**Examples:** Organizing a CXPA webinar; CXPA Board member; CCXP Advisory Committee member; Awards program judge

#### NOTES ON CX VOLUNTEERING:

- ⦿ **“CX Volunteer”** means service outside your paid employment\consulting to contribute time and effort to advancing a CXPA or CXPA partner event.
- ⦿ **“CXPA CX Body of Knowledge and help to advance the CX field”** means that the activity content is in line with the CXPA CX Framework. Purely social activities (e.g., organizing an outing to a sporting event) do not earn credit.
- ⦿ **Credits are earned on an annual basis per volunteer activity**, with smaller volunteer activities (e.g., staffing a registration table) earning one credit per activity, and larger items (e.g., serving on a CXPA Board or Committee) earning two credits per year.
- ⦿ **There is a limit of 6 CX Volunteer credits per recertification application.**

### **CX Content Creator** (no minimum, but a maximum of 6 recertification credits)

Sharing CX content with the larger CX community through podcasts, writing articles, blogs, or whitepapers, or authoring a book are ways to demonstrate and share your CX knowledge. The total number of CX content Creator credits that can be counted in a recertification application is a **maximum of 6 total credits**, counted on an activity basis as explained in the application.

**Examples:** Hosted a podcast; Wrote a book; Contributed a chapter to a publication; Posted to the CXPA blog.



**NOTES ON CX CONTENT CREATOR:**

- ⦿ **"CX Content Creator"** means that you created and shared a CX content piece with the larger CX community. This may be a blog post, article, whitepaper, or book; podcast, video, or recorded webinar; or other CX-focused item such as a CX game or infographic. Content created solely for internal company use does not qualify, as it is not for "the larger CX community".
- ⦿ **"CX content"** means that content presents content is in line with the CXPA CX framework. If you are submitting a program that has not been pre-verified by CXPA (e.g., posted on a CXPA blog), you will be required to present additional information to help the CCXP program review the content of the program (e.g., an agenda or other program materials with sufficient detail to show that the content is related to the CXPA CX Framework.)
- ⦿ **Credits are earned per content piece**, with smaller content (e.g., blog post) earning one credit per piece, and larger items (e.g., books) earning two credits per piece.
- ⦿ **There is a limit of 6 CX Content Creator credits per recertification application.**

**CX Mentoring (no minimum, but a maximum of 6 recertification credits)**

CCXPs that serve as a mentor to a CX professional outside of their organization leverage their knowledge to help advance another CX professional and can learn through the challenges faced by their mentee. The total number of CX mentor credits that can be counted in a recertification application is a **maximum of 6 total credits**, counted based on an annual mentor-mentee relationship.

**Examples:** Served as a mentor to a CCXP candidate; Served as a mentor to a new CXPA member; Served as a mentor to a recent graduate interested in a CX career

**NOTES ON CX MENTORING:**

- ⦿ **"CX Mentor"** means that you served as a voluntary adviser to a CX professional on customer experience or customer experience career topics.
- ⦿ **Credits are earned on an annual basis per mentoring relationship.** Each mentoring relationship that was active at any point in the year earns two recertification credits per year.
- ⦿ **There is a limit of 6 CX Mentor credits per recertification application.**

**CX Practitioner/Consultant Employment (no minimum, maximum of 3 recertification credits)**

Serving as a CX professional on a full-time, part-time, or consulting basis is eligible toward CCXP recertification. The total number of **CX Practitioner/Consultant Employment** credits that can be counted in a recertification application is a **maximum of 3 total credits**.

**Examples:** Was a full-time CX employee for a company in March; Served as an independent consultant reviewing customer experience strategy; Full-time CX trainer



## QUESTIONS?

Contact us at [ccxpsupport@cxpaglobal.org](mailto:ccxpsupport@cxpaglobal.org) or visit <https://www.cxpaglobal.org/ccxp>



### NOTES ON CX PRACTITIONER/CONSULTANT EMPLOYMENT:

- ⦿ **"CX Practitioner/Consultant Employment"** means that you were employed in a CX role or hired in a consulting engagement at any part of the year for which you are claiming credit.
- ⦿ **You may claim 1 credit for each calendar year** during your recertification period for which you meet these criteria.
- ⦿ **There is a maximum of 3 CX Practitioner/Consultant Employment credits per recertification application.**

### At-a-glance Recertification Credits – 30 total credits required for three-year recertification

Activity	Minimum Credits Required	Maximum Credits Allowed
Real-time education	15 credits	30 credits
Independent or Self-Study education	0 credits	15 credits
CX Volunteering	0 credits	6 credits
CX Content Creator	0 credits	6 credits
CX Mentoring	0 credits	6 credits
CX Practitioner/Consultant Employment	0 credits	3 credits

## Recertification Fee

The **non-refundable** recertification fee (\$449.00 U.S. Dollars; \$299.00 U.S. Dollars for CXPA members) must be submitted with the recertification application. Recertification extends your CCXP status for three years.

## Notice of Recertification

Your CCXP certification expiration date is noted on your latest CCXP certificate as well as in your certification records at [www.cxpaglobal.org](http://www.cxpaglobal.org). While we will do our best to help remind you of your certification expiration date, it is your responsibility to make sure that you complete the necessary activities and submit a recertification application with fees before your certification expiration date to maintain your CCXP status.

The CCXP program will send you reminders to your email address on file with the CXPA. **If your email changes for any reason, please be sure to let the CCXP program know** by sending an email to [ccxpsupport@cxpaglobal.org](mailto:ccxpsupport@cxpaglobal.org). Please note that CXPA also has special programs to assist CXPA members that may be facing a period of unemployment or other financial hardships to CCXP recertification or CXPA membership renewal. Contact CXPA at [info@cxpaglobal.org](mailto:info@cxpaglobal.org) if that describes you.

# APPENDIX A:

## SAMPLE EXAM QUESTIONS

The following questions are provided as examples of the type of items covered on the exam:

1. **A closed feedback loop refers to which of the following?**
  - a. Aggregating customer feedback from multiple sources
  - b. Assigning service issues to customer experience champions in the business
  - c. Establishing a process to capture customer and associate feedback
  - d. Communicating to customers and employees that their feedback has been addressed
  
2. **Which of the following actions should be taken first to align business goals with a customer-focused culture?**
  - a. Directly tie compensation of front-line representatives to improvement of customer metrics
  - b. Include a customer-focused metric on executive-level scorecards
  - c. Develop a customer-focused strategy at the corporate and business-unit level
  - d. Prioritize strategic investments based on customer profitability
  
3. **Which of the following provides the deepest understanding of customer needs and goals?**
  - a. Customer ethnographic data
  - b. Customer survey response data
  - c. Customer online activity tracking data
  - d. Customer interactive voice response pathing data
  
4. **Which of the following should be avoided when mapping the customer journey?**
  - a. Include frontline employees when collecting internal insights
  - b. Focus on ethnographic and voice of the customer data
  - c. Narrow focus to a single customer process
  - d. Assume stakeholders share unified views of customers

## QUESTIONS?

Contact us at [ccxpsupport@cxpaglobal.org](mailto:ccxpsupport@cxpaglobal.org) or visit <https://www.cxpaglobal.org/ccxp>



5. **Which of the following is the most compelling reason to use a customer journey map as part of a customer experience strategy?**
  - a. To understand customer segmentation
  - b. To identify which sales channels are underperforming
  - c. To prioritize a roadmap for closing gaps
  - d. To make investment decisions on customer management systems
  
6. **What form of customer feedback is likely to yield the most quantifiable input into a fully developed customer experience strategy?**
  - a. One-on-one encounters with customer facing personnel at the point of sale
  - b. Complaint letters via traditional mail and addressed to corporate officers
  - c. Post-transactional surveys with representative samples across all customer channels
  - d. Third-party product review websites that allow anonymous postings



# APPENDIX B:

## WHAT TO EXPECT ON EXAM DAY

Protocols have been designed to help ensure a fair, consistent, and secure examination.

### In-Person Testing Center

Upon arrival at the exam site, candidates must confirm their identity by providing a valid photo identification that includes their **legal first and last name and signature (e.g., driver license, passport, government issued ID)**. Candidates must place all personal items (e.g., phone, wallet, coat) in a secure locker before taking the exam. You will need to enter your examinee ID and passcode to access the exam, so **it is essential that you bring your printed candidate admission letter**.

### Remote Proctor

*Remote Proctor Exam Administration has been provided to allow for additional convenience for those for whom the testing center option is difficult or not preferred. However, it does require the test-taker to provide suitable equipment and an environment for a safe, secure test administration. Please be sure that you have reviewed the information below and tested your system compatibility [here](#).*

### Equipment and testing environment requirements:

- ⦿ You will need to provide a personal Windows-based PC that has suitable camera and microphone systems; can be disconnected from any docking stations/accessories; and for which you have software installation rights, including addressing any firewall issues that may arise.
- ⦿ You will also need to have reliable power and internet connections for the three-hour examination.
- ⦿ You will need to identify and provide a location that meets security protocols.



**Note:**

The exam administration software has high-security settings. Due to these settings, we do not allow the use of company-issued computers regardless of operating system, or any MAC OS computers. If you attempt to use a company-issued MAC OS machine and are unable to complete the test administration, you will be subject to consequences and fees outlined in exam cancellation policies.

On exam day you will go through an intense set of security protocols that require you to lift and move your laptop or desktop camera. For that reason, please be sure to disconnect from any docking station or external monitors prior to logging into the exam system. The following Check-In/Security procedures will also be performed:

- You will be asked to display your original, valid (unexpired), government-issued photo & signature bearing identification to the camera. Validity and the number of acceptable IDs is predetermined by the testing vendor.
- You will be required to show your workstation and a 360-degree view of the surrounding area.
- You will be required to stand up to allow visibility of your person, to empty and turn all pockets inside-out and raise shirt sleeves above your wrists.
- You may be asked to pull back long hair, remove jewelry, or display your eyeglasses to the camera to satisfy any concerns related to exam security.

A tutorial is provided to familiarize candidates with the software before starting the exam. A [software demonstration](#) is also available as you prepare for the exam.

## During The Examination Period

The CCXP Certification Exam is closed book. No reference materials are allowed at the examination site or during the remote proctor session. No electronic devices for the storage, display or transmission of data, such as cell phones, personal digital assistants (PDAs), audio recorders, computers, or cameras are allowed at the examination site or during the remote proctor session. Candidates are absolutely prohibited from recording examination content in any format. Candidates who violate these rules will be asked to leave the site or shut down the remote proctor session and may be disqualified from the exam as well as future exams. The examination, answer sheets, worksheets and/or any other exam-related materials remain the sole and exclusive property of the CCXP Program. These materials are **confidential** and are not available for review by any person or agency for any reason.

# APPENDIX C:

# CCXP PRINCIPLES

# AND POLICIES

## CCXP Principles

The CCXP certification decisions are based on candidates meeting eligibility requirements and passing the exam. The certification program has been developed by subject matter experts who represent the geographic diversity and varying work of CX professionals. The CCXP certification program is responsible for the governance of, and all policy and standards related to the certification designation. The CCXP certification program recognizes the importance of impartiality in administering the certification program so our decisions are independent of other interests and parties. We actively manage conflicts of interest to ensure objectivity in our certification activities.

## CXPA Statement of Nondiscrimination

The CXPA does not discriminate against any person on the basis of age, gender, sexual orientation, race, religion, national origin, medical condition, physical disability, veteran status, or marital status.

## Privacy Policy

Certification applications and candidate exam performance will remain confidential unless disclosure is required by law or made public/stipulated for release by the examinee in writing. The CCXP program will release application and pass/fail information only to the applicant and only in writing. The exception to this is the published list of CCXP professionals that the CXPA makes available to the public. Names of those who do not pass the exam are not disclosed except to the individual candidates. Group data without individual identifying information may be used for research and study purposes and may be released to groups with a specific interest in certification of customer experience professionals.

## Special Exam Accommodations

The CCXP program is committed to ensuring equitable treatment for those with a disability and/or other condition(s) that may impair their ability to take the examination. Applicants must request exam accommodation by submitting an Accommodation Request Form and any requested supporting documentation. Reasonable efforts will be made to accommodate eligible candidates who provide documented evidence of their disability. Please email [ccxpsupport@cxpaglobal.org](mailto:ccxpsupport@cxpaglobal.org) to request the Accommodation Request Form.



## Grace Period and Lapsed Certificates

Certification holders can recertify their certification 365 days before their certification expiration date. The certified through date of the new certification will be three years from the expiration date of the last digital badge issued.

An individual's CCXP status is considered past due and temporarily suspended on the day after their listed certification expiration date. Individuals with a suspended CCXP credential have 180 days to take action to become reinstated. The reinstatement process includes payment of the recertification fee, a late fee, and submission of the required number of credits for recertification. The certified through date of the new certification will be three years from the last certification expiration date.

At the end of 180 days, if the reinstatement process has not been successfully completed, the CCXP status becomes permanently expired, and the individual must re-earn the certification by completing designated procedures, paying associated fees, and passing the current CCXP exam.

## Candidate Exam Comments

Candidates can provide comments during the certification exam. All comments and questions are reviewed and considered; however, security procedures preclude discussion with candidates concerning individual exam questions or comments. Candidates should not expect a response to a comment unless it relates to a problem with the examination administration. Examination proctors may not discuss or comment on examination content.

## Disputes and Complaints

Complaints regarding the CCXP certification policies, practices or publications should be addressed to [ccxpsupport@cxpaglobal.org](mailto:ccxpsupport@cxpaglobal.org) in writing. If the written response to the complaint is not addressed to the satisfaction of the writer, it will be forwarded to the CCXP Advisory Committee for their consideration. All complaints will be evaluated with respect to the policies and procedures of the CCXP certification program with a written response within 30 days.

## Audit of Application Material

The certification program audits several applications each year. While the selection process for an audit is primarily random, the program reserves the right to select any candidate to be audited at any time, including after the certification has been bestowed. The submission of an application indicates your agreement to comply with the terms of the audit process.

Individuals who are selected for an audit are notified by email and asked to submit official documentation to support their application within 45 days of notification. During an audit, you will be asked to submit supporting documentation such as:

- ⦿ Copy of academic diploma/global equivalent
- ⦿ Signatures from supervisor(s) or manager(s) documenting the experience verification section of the application

Employers may be contacted directly to verify employment and experience. If an applicant is selected for an audit, it may delay the application review, certification exam scheduling process, or recertification. Failure to meet the audit requirements may affect an individual's certification status, including the possibility of CCXP revocation.

## Suspension and Revocation Policy

The CCXP certification program may, at its discretion, suspend or revoke a certificate for cause. Causes for suspension or revocation include, but are not limited to:

- ⦿ Fraud, deceit or submission of inaccurate qualification data to obtain certification
- ⦿ Gross negligence, incompetence, fraud or deceit in the performance of job duties
- ⦿ Unprofessional conduct

When the CCXP certification program has reason to believe that charges against a certificate holder may be valid, it shall notify the certificate holder by e-mail or other delivery verified manner. A second contact will be sent after 30 days if no response is given from the initial notice. The certificate holder will have the opportunity to present their defense to the CCXP certification program in writing. The suspension or revocation shall remain in effect until the CCXP certification program reviews the case. The CCXP certification program shall then uphold or deny the suspension or revocation.

A certification holder whose credential is revoked may not apply for certification for 365 days from the effective date of the final order of revocation. An application received following the 365 days revocation period will be treated as an initial application.

## Appeals Policy

An appeal procedure is available to any individual who has applied for or received certification from the CCXP certification program and who wishes to appeal any adverse decision affecting his or her certification status. Any individual who does not file a request for an appeal within the required time limit shall waive the right to appeal.

## Appeals Process

1. A request for review and consideration must be submitted in writing to [ccxpsupport@cxpaglobal.org](mailto:ccxpsupport@cxpaglobal.org) within 20 calendar days following the date the adverse decision was provided. The request should state the reasons why the decision is being contested.
2. Appeals related to application review: Only information on education and experience previously submitted will be subject to review. Submission of new information or additional documentation may invalidate an appeal and require the applicant to file a new application for certification. Therefore, it is incumbent on applicants to complete their original applications fully.
3. Appeals related to the certification exam: Candidates should provide comments regarding any question(s) they believe contain errors in content in the comment box provided during the examination. Upon receiving an appeal, the CCXP certification program will review specific candidate comments provided in the appeal relating to the examination.

The CCXP certification program will review and act on a properly filed request for review within 45 calendar days of receipt. The individual will be notified in writing of the decision within 15 business days following the date of review and action. For all appeals, the CCXP certification program may decide to uphold the decision, or it may take other appropriate action regarding the request. The CCXP certification program is the final authority for appeals.

# APPENDIX D:

## SAMPLE EXAM

## QUESTION ANSWERS

Question	1	2	3	4	5	6
Answer	d	c	a	d	c	c



[www.cxpa.org/earn-your-ccxp/about-ccxp](http://www.cxpa.org/earn-your-ccxp/about-ccxp)