CERTIFIED CUSTOMER EXPERIENCE PROFESSIONAL

CCXP Completed Sample Application

Updated November 2026



Application Instruction Guide

Thank you for your interest in the CCXP designation!

To aid you during the process of submitting your application, please download CCXP Candidate Handbook before you begin.

Also, please be prepared to make payment when you complete and submit your application. Applications cannot be submitted without payment of the application fee:

- $645.00 (U.S. Dollars)
- $495.00 (U.S. Dollars) CXPA members

If you require testing accommodations as provided by the Americans with Disabilities Act or global equivalent, please mark "Yes" and download the testing accommodations packet that will need to be completed by you and your physician.

If you have questions regarding the application or process, please reach out to us at ccxpsupport@cxpaglobal.org.

Education

Please choose your highest level of education completed.

High School Graduate or Equivalent

Trade or Vocational Degree

Associate Degree

Bachelor's Degree

Graduate or Professional Degree

Your CX Work Experience

Please add all relevant job positions with CX work experience. You will add each position individually on the application. Relevant information for each position includes:

Employer Name: The Widget Association

Job Title: Senior Consultant, Customer Experience

Position Start Date: 8/11/2014

Position End Date: 12/7/2018

Total Years of CX Experience in This Role: 4

Your Breadth of CX Experience

TIPS:

- Many applicants find it helpful to keep a copy of the **CXPA CX Framework** up to assist them while completing their application. You can find the latest copy of the framework in the CCXP Candidate Handbook.
- You can resize the text box to show more of the response you are typing by clicking and dragging the two lines on the right side of the bottom of the text box.

Level of CX Responsibility

For each competency, please indicate your **highest level** of CX responsibility. The options are:

- **Supported execution** – You were a member of the team focused on execution and implementation of CX work based on strategy guidance from others.
- **Managed execution** – You served in a supervisory role in which you led others in the accomplishment of CX work but did not set the CX strategy you supervised.
- **Developed strategy** – You had a leadership role in which you set the strategy and guided the accomplishment of CX work.

Customer Insights and Understanding: Developed

Strategy **Customer Experience Strategy:** Supported

Execution **Metrics, Measurements, & ROI:** Managed

Execution

Design, Implementation, and Innovation: Managed Execution

Culture and Accountability: Manage Execution

CX Competency Experience Narratives

For each of the five areas, please write a detailed narrative summarizing your CX experience with **that competency**. A successful application will share the work you have done or are currently doing by demonstrating how you have used the knowledge, skills, and abilities represented by this competency area to help your customers, clients, and/or organization. Provide detailed examples of your actions and their outcomes to demonstrate your competency.

Customer Insights and Understanding Instructions

Please write a detailed narrative summarizing your experience with **Customer Insights and Understanding**. Describe how you have supported or directed the process of gathering and analyzing customer feedback to understand their needs, wants, perceptions, and preferences, and other related experience tied to this domain as described in the **CXPA CX Framework.** Please include **specific quantifiable examples of your role/actions, outcomes and/or lessons learned** to show your expertise. We would like to

know more about your contributions rather than those undertaken by your company and/or those described in best practices.

Customer Insights and Understanding Candidate Narrative

Currently leading the CX team for TriMet, one of the largest public transportation providers in the country located in Portland, OR. My teams are responsible for all things CX and Customer Information as well, including all static and dynamic signage throughout the system. I am working to create a 3 year CX Plan that is focused on the Voice of the Customer (VoC) and using those insights to drive actions from all departments within the agency including but not limited to Transportation, Maintenance, IT, and Public Affairs. We plan to do in person and online QR code surveys to gain feedback and measure CSAT and NPS. Within the CSAT questioning we plan to add a prompt for why customers scored low anytime a 4 or lower is given, and then use that feedback to try to determine our customer's pain points so that we can take action and continuously improve. Once we have identified pain points we will analyze the effort versus outcome to prioritize our actions. We will be building a dashboard with Medallia and using AI text analytics to assist in our analysis of QR code responses and also an in person team for intercepting random customers on each of our lines of service, bus and light rail, with 400 customers being surveyed on each line of service to reach a a confidence margin of 95% with a margin of error of +/- 5%. We plan to analyze the differences in CSAT and NPS between the QR codes versus in-person onboard surveying as well to examine the differences and nuance between the two methods.

Customer Experience Strategy Instructions

Please write a detailed narrative summarizing your experience with **CX Strategy**. Explain how you have led or supported the development of a clear vision for customer experience that aligns with the company's brand values and other related experience tied to this domain as described in the **CXPA CX Framework**. Discuss how this vision influences CX activities, resources, and investments. Please include **specific quantifiable examples of your role/actions, outcomes and/or lessons learned** to show your expertise. We would like to know more about your contributions rather than those undertaken by your company and/or those described in best practices..

Customer Experience Strategy Candidate Narrative

I stood up the CX programs in my 3 roles. This included defining, articulating, and selling a strategy to stakeholders at all levels that was both aligned to business goals and customer-centric. I consulted thought leaders in the industry, best practices, our actual customers (via primary research), and a wide, cross-functional number of staff and leadership to inform this work. My approach received Board approval, budget, measurement, and ongoing governance. I reported to the Chief Marketing Officer and worked closely with the team to develop a CX architecture that included a customer promise aligned to our brand promise, emphasizing the role of CX in "walking the talk" of our brand and setting appropriate expectations with customers. We also established our CX principles and then used those to define the metrics and measurement framework from. This provided a direct connection from the organization's mission to our brand, to our customer promise, to how we measure and hold ourselves accountable to delivering on it. My strategy included an 18-month roadmap with key milestones and 6 distinct initiatives that were scoped and staffed with a mixture of technology, data, customer-facing, and marketing experts to work with me and my team to deliver. My ability to create and communicate customer-focused strategies in a way that aligns to business goals is how I have been successful at advocating for CX as a practice within the organizations I've served…

Metrics, Measurement, & ROI Instructions

Please write a detailed narrative summarizing your experience with Metrics, Measurements, and ROI in CX.

Detail how you have managed or championed the creation and reporting of metrics that measure CX success, and other related experience tied to this domain as described in the **CXPA CX Framework**, and how these metrics are used to show the ROI and business value of customer experience. Please include **specific quantifiable examples of your role/actions, outcomes and/or lessons learned** to show your expertise. We would like to know more about your contributions rather than those undertaken by your company and/or those described in best practices.

Metrics, Measurement, & ROI Candidate Narrative

In 2023, at Bovemij (Bovag Verzekerings Maatschappij, a B2B and B2C insurance company focused on the mobility sector, with 650 FTE and €16 million in revenue), I was responsible for measuring and reporting various CX KPIs at both strategic and operational levels. These KPIs included Relational NPS, CES, MES (Employee Enthusiasm Score), and transactional NPS across both B2B and B2C segments, covering 30 white-labeled insurances such as Toyota, Kia, and Nissan. I reported these metrics not only to management but also to operational and call teams, and unfortunately the call teams were struggling to meet their CX target. In collaboration with team leads, I appointed Voice-of-the-Customer ambassadors in each operational team and trained them on the Expoints Feedback Tooling, which provided daily insights. This enabled teams to share use cases and work on a continuous improvement loop (inner and outer feedback loop), resulting in happier employees with higher MES and decreased CES scores in the call teams. At Nationale-Nederlanden, part of NN Group (Euronext Amsterdam: NN, €5.6 billion revenue, 16,000 employees), I oversee the NPS and CES KPIs within the Bancassurance team. We are currently tackling a critical issue where customer churn is equal to customer acquisition. While we conduct market and competitor analyses, we lack detailed insights into the specific causes of customer attrition. To address this, I have introduced new CES measurements in the exit journey to collect data that can help mitigate churn. The feedback from these surveys will be instrumental in pinpointing areas for product or service improvements.

Design, Implementation, and Innovation Instructions

Please write a detailed narrative summarizing your experience with Design, Implementation, and Innovation in CX. Explain how you have directed or reinforced the implementation of practices and approaches to design, continuously improve, and differentiate customer experiences and other related experience tied to this domain as described in the **CXPA CX Framework**. Please include **specific quantifiable examples of your role/actions, outcomes and/or lessons learned** to show your expertise. We would like to know more about your contributions rather than those undertaken by your company and/or those described in best practices.

Design, Implementation, and Innovation Candidate Narrative

The highest volume of calls that our Council received were related to booking household clean-ups. Having noticed this, I lead a team to further analyse these calls and map the customer/employee journey. In doing this, we found that the calls related to customers calling to book, amend or cancel a household clean-up. While these calls took between 2.5-3.5 minutes to handle, we received approximately 100 of these calls per day. The process to action these types of calls was quite quick and simple. We designed a future state map which suggested providing self-serve functionality to our customers, meaning that they would be able to book, amend and cancel their household clean-ups online. This change was implemented and resulted in a reduction in these types of calls from 100 to approx. 20 per day. The reduction in calls also translated to an improvement in employee happiness as captured in our VoE program.

Culture and Accountability Instructions

Please write a detailed narrative summarizing your experience with Culture and Accountability in CX. Describe how you oversaw or supported the development of a culture that encourages all employees to focus on

delivering outstanding customer experiences. Discuss how you have driven change and developed accountability for CX across the company, from leadership to front-line employees, and other related experience tied to this domain as described in the **CXPA CX Framework**. Please include **specific quantifiable examples of your role/actions, outcomes and/or lessons learned** to show your expertise. We would like to know more about your contributions rather than those undertaken by your company and/or those described in best practices.

Culture and Accountability Candidate Narrative
Following the creation of a Global Customer Experience team under the new working model, we worked with a consulting agency to co-create a comprehensive change management plan. In order to create a customer-centric culture, we needed to bring everybody along with the change and the vision. I helped create the stakeholder list and communication plan that was tweaked based on the local nuances and requirements of the different geographic areas where the company is located. I facilitated some meetings to educate the extended teams on the mission, vision, goals and roadmap for our Cx strategy. We created an actionable and customer-centric plan for the next five years that our executive and top leadership agreed on and with this, our leadership ensured that in our performance planning cycles there would be a customer-centric SMART goal for all cross-functional teams and not only for the CX team.

Registration Information

You will be required to show a government issued ID when taking the CCXP exam. It is **CRITICAL** that your **LEGAL FIRST AND LAST** provided below matches the government issued ID you show on exam day. Please enter your name and information carefully as you will not be able to test if your government issued ID does not exactly match the information in the system.

Legal First Name (As Listed on Official ID to be presented on exam day): **Joe**
Legal Middle Name/Initial (As Listed on Official ID to be presented on exam day): **E.**
Legal Last Name (As Listed on Official ID to be presented on exam day): **Stern**

Preferred Test Language

Please choose your test language. Please note, if you decide later that you'd rather choose the other option, please send an email to ccxpsupport@cxpaglobal.org stating your intent to switch languages. We currently only support English and French.

English (U.S.)
French (Metropolitan)

Testing Accommodations

If you require testing accommodations as provided by the Americans with Disabilities Act or global equivalent, please mark "Yes" and download the testing accommodations packet that will need to be completed by you and your physician.

Do You Require Testing Accommodations?

Yes

No

Personal Attestation

By clicking the "AGREED" button, I am affirming that all information presented in this application is true and correct. (Misrepresentation may be grounds for discipline, including certification revocation.)

Review and Confirm Your Information

Process Your Application and Pay Fee(s)

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