ACCREDITED CUSTOMER EXPERIENCE (ACX)
PROGRAM

In the face of rapid business change often driven by customers, the survival and growth of your organization is dependent on how customers feel, perceive and talk about your brand. Every day, your organization interacts with customers and delivers experiences.

How can you set your brand apart from your competitors and win the affections of your customers?

How do you build your organization's eco-system consisting of people, process and technology to work holistically and deliver positive customers' experiences that will result in loyal customers who rave about your services?

How do you build a trusting relationship with your customers? Research has shown us that successful organisations are increasingly embarking on a customer-centric journey to sustain growth.

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Workshop Overview:
The ACX certification course provides a strategic focus to professionals who will influence and be accountable for the organisational-wide customer experience maturity, culture and alignment to strategic objectives.
Duration: 4 days Interactive Workshop
Location: Melbourne
Target Audience: For Senior Executives, Operating Managers, Customer Service Leaders, CX Executives, Process leaders and Owners, Resource Managers, Members of Customer Experience design teams and program management offices, Business analysts, Systems analysts, Six Sigma certified professionals, Lean Experts, Agile Professionals, Functional Managers, Key Front-Line personnel, and everyone else with a stake in getting the most out of customer-centric thinking and practice.

Workshop Outcomes:

- Coached by an Accredited CEMMethod® Facilitator covering **levels 1 – 5** of the ACX Program
- Certification is competency-based, evaluating competency through the practical application of the concepts during the workshop, ensuring you have the **skills to deliver customer experience improvement**
- Over the course of four days, delegates will learn the CEMMethod® and understand how to apply it. The course covers the theory of the methodology as well as many practical exercises applied to your specific business challenges.
- Tools are introduced and utilized to ensure that the method is understood and applied

At the end of the 4 days' workshop, participants will receive a globally recognised Certified Accredited Customer Experience (ACX) Masters from **The BP Group**.

Level 1 – Customer Categorisation	**Outcomes** · In this module you will develop an understanding of 'Outside-In' thinking and define customer categories based on needs. **Modules** · Understand customer types and categorise them based on needs. · Redefine your business objectives from an 'Outside-In' perspective · Distil the Successful Customer Outcome
Level 2 – Customer Lifecycle and Customer Performance Landscape	**Outcomes** · In this module you will build on the level 1 exercise and define the full customer lifecycle of a priority customer category. · Expanding on the lifecycle identified, a customer performance landscape will be developed to understand the alignment of the customer lifecycle to organisational outputs, business and customer outcomes, rewards and mindsets. **Modules** · ABACUS lifecycle model and As-Is mapping of a customer lifecycle · Define a To-Be lifecycle model · Define the activities, outputs, business and customer outcomes using the customer performance landscape · Identify rewards and mindsets required to deliver on the to-be lifecycle
Level 3 – Customer Experience Maturity, Rating and Dashboards	**Outcomes** · In this module you will understand the broader customer experience ecosystem, i.e. the habits and habitats of a customer centric organisation. · You will understand, assess and derive an action plan related to the 10 key elements that are associated with mature customer centric organisations. · In addition, understand key information that should be identified and maintained on a dashboard in order to enable the tracking and management of CX change

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	Modules · Analyse the organisational maturity and readiness for customer centric change. · Develop a dashboard to track and manage CX change.
Level 4 – Customer Experience ABC (Attitudes, Behaviours and Culture) Customer Experience Teams and Structures	**Outcomes** · In this module you will focus on the human aspects of customer experience by understanding attitudes, behaviours and culture required to drive the desired customer experience. · Review organisation structure and re-align roles and relationships to the deliver successful customer outcomes **Modules** · Attitudes, Behaviours and Culture · Develop an Organisphere (organisation model) to support the To-Be lifecycle designed during level 2
Level 5 – Customer Experience Management Office	**Outcomes** · In this model you will be introduced to a framework for a CX management office that can be implemented in an organisation to drive customer centric transformation. · Develop an understanding of how to establish and manage a six-month organisational program to upskill, plan and roll out CX organisational change **Modules** · CX management Office definition, requirements, structure and functions

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