CXU UNIVERSITY
Developing Experience Makers

In Partnership with...
ICX
INSTITUTE OF CUSTOMER EXPERIENCE

90-Day Roadmap to Customer Experience Specialist Certification (CXS)™



Instructor-Led Online Blended Learning

- **Online** – build your knowledge in CX with online courses.
- **Cohorts*** – share ideas and work with CX colleagues.
- **Study group** – supplement your learning with 90-day access to a CX expert to prepare for the CXS™ Certification exam.
- **Dynamic** – learning activities for analyzing multiple-choice exam questions after each course.
- **Collaborate** – engage and bring CX to life.
- **Feedback** – ideate freely and get input from others.
- **Access** – anytime, anywhere access for 6 months to complete your courses and to study for the CXS™ Certification exam.
- **Receive the Globally-Recognized Customer Experience Specialist (CXS)™ certificate** – take and pass CXU's CXS™ exam (no fee).

Included with Purchase: **CCXP Exam Prep Course**

CXS Customer Experience Specialist
certified Customer & Patient Experience Specialists around the world

CXU Scores +93 on the NPS
never standing still

CXPA Recognized Training Provider
A Proud RTP Since 2015

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*CXU reserves the right to cancel a cohort class with less than 10 participants.

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Your Roadmap to Certification!

- CX 720 Mastery Program – 5 Online, self-paced courses
- Practice tests with hundreds of exam prep questions for review
- Instructor-Led Exam Preparation
- Slack Channel–review content, ideate, interact with global Colleagues
- Opportunity to earn CXU's Customer Experience Specialist (CXS™) certificate (No added fees.)
- 90 additional days of access to courses and test bank for review
- CCXP Prep Course included at no additional cost



Your learning path to "anytime and anywhere" learning with CXU Instructors

The 5 Online Courses of Customer Experience

1 **CX721: Strategy in Action**
Deliver a best-in-class customer experience by articulating the company's vision, mission, and values and deliver on these promises at every opportunity.

2 **CX722: Culture and Accountability**
Establish how a company thinks, acts, functions, and exercises corporate accountability.

3 **CX723: Metrics and Analysis**
Make informed judgments for improvements to meet the changing business environment and accommodate customers' evolving choices.

4 **CX724: Improvement and Design**
Implement a continuous improvement process with innovative design that can be achieved at any level with the proper tools.

5 **CX725: Voice of the Customer and Intelligence**
Gather and learn from your customers' lived experiences and transform that data into actionable business intelligence.

My time with CX University has been fantastic. I really appreciated the flexibility of the courses, the wide range of tools, documents, and illustrations, and the encouraging support from Mohamed and Sue. The setup made it easy to balance work while still learning a ton. CXU's approach is practical, engaging, and genuinely helpful — a great resource for anyone wanting to grow their customer experience skills.

Lucie Cossin, Global Head of Research, Michael Page

I recently completed CX University's online course and am thoroughly impressed. It is by far the most comprehensive and informative course on customer experience I have taken. The content was well-structured, and it provided a lot of real-world examples that made the learning process easier. It has provided me with a solid foundation in CX practices to build on for my career. Highly recommended!

Nisa Kemala, CX Manager, EF Kids & Teens, Indonesia

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Register for the 90-Day Roadmap to CXS™ TODAY!

CXU builds talent ecosystems to drive innovation and economic growth through a culture of customer and employee obsession.

certified Customer & Patient Experience Specialists around the world

winner of CX DAY Impact Awards — Impact on the CX Profession 2022

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Questions?
Contact a Human:
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