Customer experience (CX) transformations don’t happen by accident. They require a methodical approach that ensures thousands of people can work together to consistently produce the right experiences across scores of channels. But most organizations manage CX haphazardly—which dooms their CX transformations.

The CX Management course from Forrester enables CX professionals and champions to gauge how well their organizations perform the six essential activities of CX management: research, prioritization, design, enablement, measurement, and culture. These competencies were identified by analyzing and interviewing the thousands of organizations profiled in Forrester’s Customer Experience Index (CX Index™).

Course participants learn how to identify these competencies to manage the customer experience and align their team for lasting change.
YOUR INSTRUCTORS

Each lesson in CX Management is curated and taught by an expert Forrester analyst, each with unique experience, examples, and advice to share to advance your learning.

Instructors teach via video lesson, podcast, webinar, and written research for a truly multimedia learning experience.

You will also engage regularly with Forrester’s Certification team, comprised of facilitators ready to answer your questions and provide feedback on your submitted assignments.

MAXIE SCHMIDT
Principal Analyst

KELLY PRICE
Analyst

JENNIFER WISE
Principal Analyst
You’ll hear from our team of facilitators each week with a roundup of the previous week’s activities and a forward look into the next lesson. We suggest completing one lesson per week, but you are free to work at your own pace once the course is underway.

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<tr>
<th>COURSE</th>
<th>WEEK 1</th>
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<tr>
<td>INTRO</td>
<td>Enable CX Delivery</td>
<td>Research for Seamless CX</td>
<td>Prioritize Your CX Efforts</td>
<td>Culture and Transformation</td>
<td>Elevate CX Measurement</td>
<td>Design for Differentiation</td>
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<td></td>
<td>Create processes that compel collaboration across the experience delivery ecosystem.</td>
<td>Build a research practice that supports seamless customer experiences.</td>
<td>Prioritize CX improvements around customer impact, business impact, and feasibility.</td>
<td>Ingrain customer-centric behaviors and remove barriers to transforming your culture.</td>
<td>Establish discipline and prepare your program for effective scaling.</td>
<td>Use people, priorities, and process to establish and advance design as a strategic differentiator.</td>
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What Breakaway CX Demands
Understand the six competencies all firms must master to drive revenue through CX improvement.
THE CERTIFICATION EXPERIENCE

We’ve gone beyond typical online course to deliver an experience that is engaging, fun, and effective. CX Management is a facilitated, social environment that encourages participation and guides you to accomplishing your goals in the course.

BITE-SIZED VIDEO LESSONS
Learn through short-format lessons that fit busy schedules.

FLEXIBILITY ACROSS DEVICES
Learn where and when you want, on your preferred device.

DEEP INSIGHTS FROM THE EXPERTS
Hear behind-the-scenes stories not published in Forrester’s research.

PEER DISCUSSIONS
Use interactive discussions to spark ideas, find solutions, and learn from peers.

VIBRANT COMMUNITY
During and after the course, stay connected to the growing global community of certified professionals.

PRACTICAL EXERCISES
Draw from a comprehensive toolkit for real-world application to your organization.

ACHIEVEMENT-ORIENTED
Receive dedicated support from facilitators to complete the course.
# THE CX TOOLKIT

The CX Toolkit is a repository of practical tools and templates that guide you through the course and enable hands-on application in your own business context.

Learn to use each tool as you progress through the course and take it with you to use after the course (and throughout your career!).

| LESSON 1 | EXERCISE: Create a Customer Journey Influence Map, Empower Managers to Remove Roadblocks | TOOLKIT: Customer Journey Influence Map |
| LESSON 2 | EXERCISE: Four Keys to Seamless CX | TOOLKIT: Research Maturity Improvement Plan |
| LESSON 3 | EXERCISE: Create Your Prioritization Tool | TOOLKIT: CX Prioritization Tool |
| LESSON 4 | EXERCISE: Identify CX Barriers | TOOLKIT: Experience Delivery Barrier Plan |
| LESSON 5 | EXERCISE: CX Metrics Architecture | TOOLKIT: CX Metrics Architecture |
| LESSON 6 | EXERCISE: Use Design Thinking to Scale Design | TOOLKIT: Design Thinking Plan, Empathy Map Canvas |
CERTIFICATION TRACKS

One course experience, two possible certifications

CX is a cross-functional effort for any organization. So that stakeholders from multiple roles and levels of experience can benefit from this course, we’ve designed certification tracks to adapt the course to a diverse audience.

Determining your certification track is simple: If you’ve previously completed CX Foundations as a CX Pro, you’re eligible to pursue your Pro certification in this course. Your track is displayed directly in your profile in the course for easy reference.

TRACK 1: CX PRO-II

WHO QUALIFIES: To qualify as a CX Pro-II, an individual must have successfully completed CX Foundations (as a CX Pro-I).

WHAT’S REQUIRED: To earn CX Pro-II certification, individuals must complete all required tasks and exercises in the course.

TRACK 2: CX CHAMP-II

WHO QUALIFIES: To qualify as a CX Champ-II, an individual must have successfully completed CX Foundations (as a CX Champ-I).

WHAT’S REQUIRED: To earn CX Champ-II certification, individuals must complete all required tasks and exercises in the course.
**GET THE MOST FROM YOUR CERTIFICATION EXPERIENCE**

Take a few steps now to plan for your successful course completion.

<table>
<thead>
<tr>
<th>PLAN YOUR SCHEDULE</th>
<th>Each of the course’s six lessons will require roughly one to three hours to complete. You’re welcome to work at your own pace once the course begins; just be sure to budget your time accordingly.</th>
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<tr>
<td>DECIDE HOW YOU WILL WORK AS A TEAM</td>
<td>If you are collaborating with a team, consider scheduling a team kickoff meeting and intermittent meetings with a regular cadence to discuss what you’re learning and how you can apply it in your unique context.</td>
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<tr>
<td>UNDERSTAND YOUR CERTIFICATION TRACK</td>
<td>This course offers two tracks based on your prior work experience: CX Pro and CX Champion. Take time to understand your track and what’s required to earn certification.</td>
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<tr>
<td>LEARN WITH YOUR PEERS</td>
<td>During the course, you’ll use discussion threads, interest groups, and assignment feedback to learn from and alongside your peers.</td>
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<tr>
<td>ENGAGE WITH OUR ALUMNI NETWORK</td>
<td>Use the global alumni network to continue advancing your CX knowledge and build peer connections to help fuel your career growth.</td>
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</table>

Register for this course at [go.forrester.com/certification/cx-certification/#cx-management](go.forrester.com/certification/cx-certification/#cx-management)