

CUSTOMER EXPERIENCE TRAINING · WITH DANIEL ORD

CX Management Fundamentals

The gold standard in CX management training: 20 hours of live, expert-led training in the five CX competencies behind the CCXP® certification.

\$1,997

per person, ex GST

**PUBLIC OR
PRIVATE****FORMAT****4 × 5 hours, live online****INCLUDED****Workbook + CCXP® coaching****RATING****4.9/5 from verified reviews**

What you'll be able to do

Set a CX strategy that sticks

Link your intended experience to business objectives, your brand and your customers.

Build a customer-centric culture

Governance, accountability, hiring and rewards that make CX everyone's job.

Measure what matters

Choose the right CX metrics, analyse them and show the return on investment.

Turn insight into action

Use surveys, research, personas and journey maps so decisions start with evidence.

Design better experiences

Human-centred design that brings customers and stakeholders into every step.

Win support for CX

Build a business case for CX initiatives that senior stakeholders will back.

The five CX competencies you'll learn As defined in the CCXP® framework

- 1 Customer Experience Strategy**
Your intended experience, how it links to your objectives and how it aligns with your brand.
- 2 Culture and Accountability**
The building blocks of a customer-centric culture across the business.
- 3 Customer Insights and Understanding**
Qualitative and quantitative research that replaces guesswork, and gets acted on.
- 4 Design, Implementation and Innovation**
Create new experiences, or improve existing ones, with stakeholders involved.
- 5 Metrics, Measurement and ROI**
Choose the right CX metrics, analyse them and demonstrate the return.

Planning to certify? Nearly every participant who has gone on to sit the CCXP® exam has passed. You don't need to sit the exam to benefit from the course.

What's covered: four sessions 4 × 5 hours, live online via Zoom

SESSION 1**Getting to the heart of CX**

CX isn't customer service or a better website. It's how customers perceive everything you do.

- ✓ What CX is, and what it isn't
- ✓ The experience across every touchpoint
- ✓ Turning theory into strategy and results

SESSION 2**CX strategy and the voice of the customer**

Build a CX strategy that supports your organisation's strategy and brand, then listen and learn.

- ✓ A CX strategy linked to business goals
- ✓ Surveys, research and other listening tools
- ✓ Personas and journey maps that make insight real

SESSION 3**Experience design and metrics**

Use human-centred design to create better experiences, then measure whether they work.

- ✓ Stakeholder-inclusive, human-centred design
- ✓ Choosing objectives and what to measure
- ✓ Metrics, measurement and ROI

SESSION 4**Accountability, governance and culture**

How organisations show they take CX seriously, and how to build a culture that includes customers.

- ✓ The role of a Chief Customer Officer
- ✓ Governance and accountability for CX
- ✓ Hiring, beliefs and rewards that shape culture

Plus two bonus modules: **Understanding Customer Experience** and **Essential Customer Research Know-How**.

INCLUDED WITH EVERY TICKET**Support to apply what you learn, and to sit the CCXP® exam**

Every participant leaves with the tools to put the framework into practice, and one-on-one help if they decide to certify.

Course workbook

Every slide and example from the training, so you can refer back to it long after the course.

CCXP® exam coaching

Pursuing your CCXP®? A 60-minute one-on-one session with Daniel to check your knowledge before the exam.

Resource library

Curated materials sent after the course, including template references, to extend what you learned.

Your trainer



Daniel Ord is a global CX expert and the founder of OmniTouch International. He has trained 50,000+ people in 40+ countries and has refined this course since 2001.

- ✓ Certified Customer Experience Professional (CCXP)
- ✓ ICMI Certified Associate
- ✓ Net Promoter Certified
- ✓ Call Centre Industry Advisory Council Training Partner

What participants say Rated 4.9/5 from verified reviews

★★★★★

"He has made the big beast of CX management not so scary and gave practical examples of where to start."

Melissa Geraghty
Verified participant

★★★★★

"Daniel was very supportive post-course in helping me apply to sit the CCXP exam, and to ensure I was prepared going into it."

Kevin Perry
Verified participant

★★★★★

"...this course has enabled me to see the bigger picture and provided me with the skills and framework to apply CX strategies and thinking across our entire business."

Maureen Wanu
Verified participant

Who it's for No prerequisites

- ✓ **CX managers:** building strategic capability, or preparing for the CCXP® exam
- ✓ **CX consultants and practitioners:** a globally recognised structure and tools
- ✓ **Senior and general managers:** embedding CX into strategy and culture
- ✓ **Contact centre and service managers:** moving from operations into CX leadership
- ✓ **Marketing and digital managers:** influencing journeys and outcomes
- ✓ **Business owners and founders:** scaling customer-centric thinking

Participants join from Australia, Singapore, the UK, the USA, Germany, Hong Kong and beyond.

Pricing and options

- ✓ Save 15% when you book 2 or more tickets
- ✓ ACXPA members save 25% on live public courses
- ✓ Pay by card or request an invoice at checkout
- ✓ Certificate of completion signed by Daniel
- ✓ Private courses (minimum 5), live online, priced after a quick chat
- ✓ Minimum numbers apply: if a date can't run, move dates or get a full refund

ACXPA FOR CX PROFESSIONALS



Want to save \$499.25 on this course?

CX Skills is the official training partner of ACXPA. Membership gives CX professionals the diagnostics, calculators, frameworks and peer community to lift customer experience all year, whether or not you book a course.



Scan to see the
CX Hub

CX Maturity Audit

42 questions across six pillars, with a maturity score and a roadmap from your weakest pillar.

[Explore](#)

Customer Persona Wizard

A guided seven-step persona builder with branded PDF export (Business Membership).

[Explore](#)

CX calculators

Lifetime value, churn, retention, NPS, ROI and survey sample size for your business case.

[Explore](#)

CX Roundtables

A monthly panel of senior CX practitioners. Members get every session with full transcripts and an AI assistant.

[Explore](#)

CX knowledge quizzes

Nine self-marking CX quizzes. Members see the right answers and the reasoning, and earn a certificate at 100%.

[Explore](#)

Live expert access

A fortnightly, off-the-record Open Mic Zoom with ACXPA's founder and CEO.

[Explore](#)

25% off every CX Skills live public course, including this one.

Individual \$197 a year · Business from \$497 for a team of five (ex GST). One person on this course saves \$499 with a membership. acxpa.com.au/membership

Next steps

See upcoming dates and book online by card or invoice, or talk to us about a private course for your team.

+61 3 9008 7287 · hello@cxskills.com.au



Scan for dates

★★★★★

"It is not a tick the box type of course, it is very worthwhile with genuine learnings."

Meredith Hall

Verified participant

CCXP® is a registered mark of the Customer Experience Professionals Association (CXPA). CX Skills is not affiliated with the CXPA.