

6 CX Degreed Plans (matches CX Framework):

1. CX Training & Awareness

2. Voice of Customer

3. Journey Mapping

4. Client Data Management

5. Client Relationship & Insight

6. Employee Experience

Outline setup, and how things organized in Degreed:

Plan

➤ **Pathway**

A. Section

▪ Lesson

- Content

CX Training & Awareness

➤ **CX Foundation & Understanding**

A. Watch and Learn

- Lesson 1
 - Customer Experience as a Competitive Advantage
 - What is Customer Experience?
 - The Six Laws of Customer Experience
- Lesson 2
 - Emotion: The Missing Link in Customer Experience
 - Experience is Everything: Here's How to Get it Right
 - Customer Experience Matters
- Lesson 3
 - TCBU: CX 101

B. Basic Knowledge

- Lesson 1
 - CX for Smarties, A Beginner's Guide to Customer Experience
 - Infographic: Six Laws of CX
 - Temkin's Six Laws of Customer Experience
- Lesson 3
 - Walkers Six Essentials of CX
 - Bains Five Disciplines of CX Leaders
 - Glossary of CX Terms

C. Deeper Understanding

- Lesson 1
 - Understanding Customer Experience – HBR
 - The Truth About Customer Experience
 - Why CX Why Now
 - Customer Experience Ecosystem, What is
- Lesson 2
 - Podcast: Would You Do That to Your Mother

➤ **CX: Building Customer Centricity**

A. Watch and Learn

- Lesson 1
 - What is Customer Centricity?
 - Customer Centricity: The Evolving Marketplace
 - The 3 Pitfalls of Customer Centricity

B. Customer Centricity Defined

- Lesson 1
 - What is Customer-Centricity DNA?
 - What it Takes to be a CX Transformer
 - 3 Ultimate Factors of Business Performance | CustomerThink

C. Customer Centricity in Action

- Lesson 1

- Driving Customer Advocacy
 - 6 Ways to Build a Customer-Centric Culture
 - Building a CX Focused Organization
 - Lesson 2
 - Customer Experience Motives Drive Organic Growth
 - How to Create a Customer Centric Strategy for Your Business
- **CX: Thinking Big Picture**
- A. Journey to CX Greatness
 - Lesson 1
 - 3 Things You Can Learn from Lost Customers, And What to Do
 - Lesson 2
 - 3 Steps to Win Back Unhappy Customers
 - Lesson 3
 - 3 Customer Satisfaction Tips You Can't Live Without
 - Lesson 4
 - 3 Reasons Why Happy Employees Make Happy Customers
 - B. Importance of Breaking Down Silos
 - Lesson 1
 - What is Walking the Customer Experience Talk?
 - Assailing Customer Experience Assumption Silos
 - Customer Experience Handoff Silos are the Heart of Success
 - C. Deeper Understanding
 - Lesson 1
 - 5 Essentials for Customer Experience Leaders
 - Enterprise Guide to Customer Experience
 - Top Five Reasons CX Programs Fail
 - Lesson 3
 - Anchor Your CX Strategy
 - CX Strategy Canvas
 - What Can Go Wrong? CX Horror Stories
- **CX: Return of Investment**
- A. Bottom Line of CX
 - Lesson 1
 - The New Meaningful Metric in Business – Value of Relationship
 - CEO's Guide to Growth Through Customer Experience Action
 - 4 Requirements for Linking CX to ROI
 - Customer Experience and Your Bottom Line
 - B. Deeper Understanding
 - Lesson 1
 - Drive Business Growth with CX
 - Customer Experience ROI Myths
 - The ROI of CX Transformation

Voice of Customer

- **CX: Voice of Customer (VOC) Measurement**
 - A. Net Promoter Score (NPS)
 - Lesson 1
 - What is Net Promoter Score Video
 - Lesson 2
 - Best Use of NPS
 - The Hype and Truth About Recommendation and Referral
 - Where NPS Falls Short AND How to Put it to Work
 - Lesson 3
 - The ROI of NPS
 - The Power Behind a Single Number
 - B. Customer Satisfaction (CSAT)
 - Lesson 1
 - What is CSAT and How Do You Measure It?
 - How to Measure Satisfaction, and Why It's So Important
 - Lesson 2
 - The Importance of Customer Satisfaction
 - Improve CSAT With Call Center Analytics
 - C. Customer Effort Score (CES)
 - Lesson 1
 - Customer Effort Score – The Effortless Experience KPI
 - Decreasing Customer Effort
 - Lesson 2
 - Webinar: Driving Effortless Experience Behavior Change

- **CX: Beyond the Survey**
 - A. Survey Success
 - Lesson 1
 - Clarabridge Guide to Survey Success
 - Five Ways to Get Promoted
 - New Wisdom for Voice of the Customer
 - B. Actionable Insight
 - Lesson 1
 - Turn Feedback into Action
 - The Difference Between CX and CFM
 - Beyond Surveys, More Effective CX Measurement
 - Lesson 2
 - Crimes in Survey Design
 - 24 Tips for CX Innovation
 - Four Tenets of Customer Love
 - C. Deeper Understanding
 - Lesson 1
 - Nine Ways to Analyze Customer Feedback Data

- Put the Voice of Your Customer to Work
- The Future of CX Measurement
- Tips to Help You Close the Loop with Your Customers

➤ **CX: Return on VOC Investment**

A.

- Lesson 1
 - Video: Building a Strong VOC Program
- Lesson 2
 - Ten Keys to a Successful VOC Program
 - Strategic Action on B2B VOC

B. Deeper Understanding

- Lesson 1
 - Value Chain Solution to VOC ROI
 - The One Number You Need to Grow

Journey Mapping

- **CX: Journey Mapping 101**
 - A. Understand Customers Differently
 - Lesson 1
 - Creating Value Through Transforming Customer Journeys
 - Guide to Customer Journey Mapping
 - Understanding Your Customer's Decision Journey
 - Lesson 2
 - Touchpoints and Channels in Customer Journey Mapping
 - Customer Journey Mapping Can Transform Your Business Right Now
 - From Touchpoints to Journeys, Seeing the World as Customers Do
 - B. Customer Lifetime Value
 - Lesson 1
 - Clarabridge Customer Experience for FinServ
 - MaritzCX Customer Experience in FinServ
 - Lesson 2
 - Qualtrics Customer Experience in Banking
 - Pointillist Customer Lifetime Value 101 for CX
 - C. Deeper Understanding
 - Lesson 1
 - Q&A: Customer Journey Mapping Experts
 - Customer Journey Maps, a Step-by-Step Guide
- **CX: Experience Design Methodologies**
 - A. Design Thinking
 - Lesson 1
 - Design Thinking Starts with Empathy for Customer Needs
 - Five Stages in the Design Thinking Process
 - B. Six Sigma
 - Lesson 1
 - CX Meets Six Sigma and Lean
 - Generating CX Improvements, Is Six Sigma a Possible Methodology
 - C. User Experience Design
 - Lesson 1
 - The Basics of UX Design
 - What is the Experience Design Process – Complete Actionable Guide
 - D. Design an Effortless Experience
 - Lesson 1
 - Effortless Experience Explained
 - Effortless Experience: Turning Customer Service on its Head

Client Data Management

- **CX: Client Data Value**
 - A. Measuring Value
 - Lesson 1
 - Understanding CX Terms: Measures, Metrics and Business Value
 - Capturing Value from Your Customer Data
 - Measuring Customer Value – Business Relationships as an Asset
 - Lesson 2
 - How Customer Data Elevate the Experience
 - Three Ways to Generate Profit with Data You Already Have
 - The Ultimate CX Scorecard: Using Metrics to Drive Revenue Growth

- **CX: Metrics & Measurements**
 - A. CX Metrics 101
 - Lesson 1
 - Basic CX Metrics & Key Performance Indicators
 - Methods for CX Research
 - CEM – The Danger of Data Silos
 - Choosing the Right Blend of CEM Metrics
 - Lesson 2
 - Building a Strong CX Metrics Program
 - Practical Guide to CX Measurement
 - B. Beyond the Basics
 - Lesson 1
 - Questions You Are Not Asking of Your Customer Experience
 - How to Measure Your Customer Loyalty and CX
 - Metrics You Need to Measure Customer Loyalty Online
 - We Need Genuine Customer Experience Metrics

- **CX: Predictive Analytics & Client Engagement**
 - A. Predictive Engagement
 - Lesson 1
 - Video: Car Breakdown Experience w/ Predictive Analytics
 - Lesson 2
 - Data Mining and How it Can Help CX
 - Data Mining Improves Customer Experience
 - Lesson 3
 - What is Customer Journey Analytics?
 - Why Your Biggest CX Issue Shouldn't Always Be Your Top CX Priority
 - B. Call Center Engagement
 - Lesson 1
 - Nine Ways Call Center Data Can Improve Customer Engagement
 - Analytics Can Help Contact Centers Put the Customer First

Client Relationship & Insight

➤ **CX: Business Alignment**

A. CX North Star

- Lesson 1
 - CX North Star
 - Characteristics of a Customer Focused CEO
- Lesson 2
 - Growth Through CX Alignment, CEO's Guide to
 - Integrating Customer Experience with Business Process Management

B. Cross Functional Collaboration

- Lesson 1
 - Customers Experience Your Internal Collaboration – or Lack of It
 - How to Optimize CX Cross-Functional Teams
 - Transparency and Maximizing Project Team Performance
 - Eight Collaboration Habits of The World's Most Effective Managers

➤ **CX: Experience Strategy & Innovation**

A. Strategy and Innovation

- Lesson 1
 - How to Develop a Customer Insight Strategy
 - The Innovation Commitment
 - Essentials of Innovation
- Lesson 2
 - How to Move Fast – Innovation at Speed and Scale
 - Five Ways to Create an Amazing Customer Service Experience

B. Process Improvement

- Lesson 1
 - The Dirty Little Secrets Behind CX Initiatives
 - What is Customer Experience Improvement?
 - Why CX Governance Matters
- Lesson 2
 - What is Business Process Improvement?
 - Six Principles of Project Management
 - Ten Principles of Change Management

➤ **CX: Customer Success**

A. What is Customer Success?

- Lesson 1
 - Stop Trying to Delight Your Customers
 - Designing for Emotion in CX
 - Temkin Tips to Amplify Empathy
 - Authenticity Handbook
 - What Does Customer Success Mean to Me?

Employee Experience

➤ **Connecting Employee & Client Experience**

A. Engaged Employees

▪ Lesson 1

- Employee Engagement in Superior CX
- The Surprising Link Between CX and Employee Engagement
- Temkin's Tips to Engage Employees

▪ Lesson 2

- 7 Qualities That Destroy Employee Engagement
- DO's and Don'ts for Excellent Teamwork

▪ Lesson 3

- Rewards of Daily Recognition
- 5 Most Successful Employee Engagement Strategies

B. Empowered Employees

▪ Lesson 1

- 7 Ways to Engage Employees in Change Management
- 5 Team Leadership Principles for Project Success
- What Does it Take to be an Emotionally Intelligent Leader

C. Voice of the Employee

▪ Lesson 1

- The Engaging Power of Employee Feedback
- The Importance of Developing Voice of the Employee
- VOE is Vital to the Customer Experience
- Why VOE is as Important as VOC

D. Employee Experience Design

▪ Lesson 1

- Direct Connection Between EX & CX
- The Un-Ignorable Link Between EX & CX
- The Framework for Designing an Amazing Employee Experience