



# The HorizonCX, LLC CX-PRO™ Customer Experience Training and Certification Course is coming to Atlanta Sept 10-11.

CX-PRO is a 2-day experiential training and certification program that will prepare you to successfully design and develop voice-of-the customer programs for your organization. Customer experience has been, and will continue to be, one of the best marketing investments a company can make. The results of numerous surveys over the past two or three years have revealed that customer experience will be a priority for most companies. A Gartner study from four years ago predicted that by 2019 more than 50% of organizations will invest more money into the customer experience. Today, even more organizations are making CX a priority. Business is moving faster than ever. As a result, companies are spending more on customer experience and looking for people who are knowledgeable about the CX field.

## **If you fit one of the following profiles, the CX-PRO Training & Certification Course is for YOU:**

- Brand new to the role of CX manager or specialist
- Currently a manager of CX with three or less years of practical experience
- Managing CX for 3 to 5 years but not sure you have mastered all the CX basics
- A student with a Liberal Arts degree looking to specialize in a growing business discipline
- An organizational leader that is curious about how CX can help drive your business results to a higher level

## **In the CX-PRO Training & Certification Course you will learn about the following:**

- Developing CX strategies as a system
- Explaining the critical role that employee experience contributes to CX
- Assessing Customer-Centric cultures
- Establishing a CX governance structure
- Mapping customer journeys
- Developing VoC collection instruments
- Choosing the right CX metrics
- Deploying effective VoC methodologies
- Managing closed-loop systems of customer feedback
- Reporting and presenting customer insights and results to leadership

## **If the CX-PRO Training & Certification Course Fee:**

The CX-PRO™ 2-day Course fee is \$1,599 per person and includes all printed course materials and handouts, lunches and coffee breaks on both days, an exam fee, a certificate upon passing the final exam and a CX-PRO™ lapel pin.



HorizonCX, LLC | [www.horizoncx.com](http://www.horizoncx.com) | 800-538-4091