

CXFUSION™
2017



CERTIFICATION EVENT

APRIL 13-14 | BELLAGIO, LAS VEGAS

**ACCELERATE YOUR CUSTOMER
EXPERIENCE CAREER AND
PROGRAMS AT THIS SPECIAL
EVENT FOLLOWING CXFUSION**

**ONE
CX**

Maritz **CX™**

WELCOME TO EDUCATION NIRVANA

When you're a customer experience (CX) practitioner, the demands on your team, your programs, and on you are high. MaritzCX has created a special education event that offers you and your colleagues a unique opportunity to participate in working sessions that will elevate your knowledge and expertise around VoC and CX programs.

Who better to create and deliver these courses than the world's best CX professionals? MaritzCX trainers and expert guest presenters, have worked together to craft course material that will help you and your CX team optimize your CX practices. Learn directly from those who created the customer experience research industry and walk away knowing what others do not. You'll become proficient in creating program strategies and blueprints, in building programs and surveys the right way for your company and your needs, and in techniques to discover and report insights, and inspire action across your company.

CXFUSION + CERTIFICATION = SAVINGS

When you register for CXFusion and add the certification event, you will receive a \$200 discount on the CXFusion early bird rate through February 21, 2017. When you register for CXFusion and the certification event after February 21, 2017, you will receive CXFusion at the rate of \$799 (\$250 savings).

The following agenda is for the training and certification event immediately following CXFusion. Register now at cxfusion.com/#register and save on your CXFusion registration.

CERTIFICATION	April 13, 2017	April 14, 2017	LEVEL
VoC Certification \$1,250	VoC Day 1	VoC Day 2	Beginner
CX Operations Certification \$1,250	Best Practices in CX Data Collection	CX Sampling, Survey and Study Design	Intermediate
Dashboard Design Certification \$1,250	Dashboard Design and Delivery	Create Compelling Dashboards	Basic/ Intermediate

Over 250 professionals have certified, including CX professionals from these companies:



COURSE
1

VOC CERTIFICATION

CERTIFICATION	April 13, 2017	April 14, 2017	LEVEL
VoC Certification <i>\$1,250 Course</i>	VoC Day 1	VoC Day 2	Beginner

This certification course is designed to provide a basic overview of Voice of the Customer (VoC) best practices – it’s a great place to start if you are new to CX or want to take your first step into any kind of formal CX/VoC education. You will design your VoC blueprint, discover ways to promote more engagement among your staff and customers, and finally learn how to take action on your insights.

After completing the 2-day training, you will be able to:

- Understand the benefits of a true VoC program
- Analyze and recommend data-gathering techniques
- Identify best practices in obtaining insights from data
- Create a blueprint for your VoC program
- Find relationships in your data
- Lay the foundation for your action plans
- Practice new techniques in the analysis of VoC data for improved actionability
- Identify key drivers in your data
- Link feedback to customer economic value
- Drive the right actions from your data

Who should attend?

This is a foundational certification for those new to VoC.

VoC Certification
\$1,250 US per person

Includes two days of classes, course material, testing, and certification award once testing is passed. Price does not include air travel, hotel, or ground transportation.

INSTRUCTORS



VoC: JEFF OLSEN

NPS® Certified Associate. For more than two decades, Jeff has been developing training solutions for the IT and manufacturing industries. Jeff holds a Masters Degree in Education and Distance Learning from the University of Phoenix. He also works as an Associate Professor of Communications at Utah Valley University.



VoC: GARY RHOADS, Ph.D.

Dr. Gary Rhoads is currently a professor of marketing at Brigham Young University and holds the Stephen Mack Covey Professorship awarded by the Center of Entrepreneurship. He received a B.S. in Zoology with a minor emphasis in Chemistry, as well as an MBA from Idaho State University, and holds a PhD in Marketing from Texas Tech University. He was a founding partner of Direct1.com, a consulting firm for Fortune 500 companies. He was also a co-founder of Allegiance, Inc., a provider of Voice of Customer software and services, where he provided best practice consulting services as a loyalty expert.

Register today at cxfusion.com/#register

COURSE

2

CX OPERATIONS CERTIFICATION

CERTIFICATION	April 13, 2017	April 14, 2017	LEVEL
CX Operations Certification \$1,250 Course	Best Practices in CX Data Collection	CX Sampling, Survey and Study Design	Intermediate

Learn practical ways to improve survey response rates, reduce respondent fatigue, and explore new ways to engage customers in the CX feedback and exchange process. The CX Operations Certification combines the popular courses “Advances and Best Practices in Data Collection” and “Sampling, Survey Design & CX Study Design” into one efficient and powerful course. You will learn the process of program design from the ground up.

After completing this two day training, you will be able to:

- Design data collection models
- Explore best practices for mobile surveys
- Improve response rates
- Design a basic market research study from the ground up
- Determine which sample strategy works in each situation
- Apply the concepts of proper questionnaire design

Who should attend?

This program is designed for those who have built a foundational CX program and want to move it to the next level.

CX Operations Certification \$1,250 US per person

Includes two days of classes, course material, testing, and certification award once testing is passed. Price does not include air travel, hotel, or ground transportation.

INSTRUCTORS



DATA COLLECTION: TED SAUNDERS

As Manager of Digital Solutions for MaritzCX, Ted is frequently relied upon for his expertise in all aspects of digital data collection. In this role, Ted has designed and managed several mobile research-on-research projects in collaboration with clients and external vendors to identify best practices for web survey programming within the limits of the small screen. Ted has an MBA with a concentration in marketing from Washington University and a BSBA in finance from Saint Louis University.



SURVEY & STUDY DESIGN: DEB DAVIS-LENANE, ABD

As Research Director at MaritzCX, Deb is mostly responsible for the success of ad hoc custom research projects for a broad range of clients and industries. She works closely with clients and internal staff in research design, cost quotation and proposal development, management of the research process, analysis, and development of smart reporting of findings. Prior to joining MaritzCX, Deb led the R & D efforts of a healthcare survey measurement firm in managing multiple teams on survey research projects that included the development of attitude surveys for new markets and large-scale validation studies. Her prior work also includes consulting positions with a national test publisher specializing in employee aptitude and personality tests.

Deb's education includes completion of all coursework towards a Ph.D. in Industrial/Organizational Psychology from IIT. As an adjunct professor, she teaches graduate level courses in quantitative and qualitative research methods and has taught undergraduate courses in Industrial Organizational Psychology. She has contributed articles to the Journal of Organizational Behavior on leadership, the Naurice Nessel Research Forum and Rush University Forum for Research and Clinical Investigation on healthcare measurement.

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COURSE
3

DASHBOARD DESIGN CERTIFICATION

CERTIFICATION	April 13, 2017	April 14, 2017	LEVEL
Dashboard Design Certification \$1,250 Course	Dashboard Design and Delivery	Create Compelling Dashboards	Basic/ Intermediate

This class will teach you the fundamentals on how to “tell the story” with your data. Learn the fundamentals to good dashboard design, and how to make a dashboard that “pops.” This class will not cover the use of the MaritzCX Dashboard platform, but you will learn the best practices about dashboard design, and which charts to use. This course is fun and highly interactive and you will leave with some great ideas that you can immediately implement!

After the 1.5 days, you will be able to:

- Apply the concepts of dashboard design and delivery
- Learn how to represent and visualize KPI's
- Learn proper visualization techniques
- Create compelling dashboards in a hands-on environment

Who should attend?

Anyone with a need to take their dashboards to the next level.

Dashboard Design and Delivery \$1,250 US per person

Includes 1.5 days of classes, course material, testing, and certification award once testing is passed. Price does not include air travel, hotel, or ground transportation.

INSTRUCTOR



DASHBOARD DESIGN: ELEANOR TELLING

Eleanor is the Director of the MaritzCX Solutions Design team who bring together research and platform expertise to optimize the CX research and reporting delivery within the platform.

Eleanor has over twenty years of experience within the Market Research Industry. During that time she has built up an extensive knowledge of both qualitative and quantitative techniques, from an analytical and project design perspective. Eleanor has a Degree and Masters for Imperial College London. She has also undertaken Market Research and Management qualifications since leaving University.

Register today at cxfusion.com/#register

Thursday, April 13, 2017

7:30am-8:30am	Networking Breakfast
8:30am-12:00pm	Classes (Morning break included)
12:15pm-1:15pm	Networking Lunch
1:15pm-5:00pm	Classes (Afternoon break included)
6:00pm	Evening Free to Explore the City

Friday, April 14, 2017

7:30am-8:30am	Networking Breakfast
8:30am-12:00pm	Classes (Morning break included)
12:15pm-1:15pm	Networking Lunch
1:15pm-5:00pm	Classes (Afternoon break included)

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BECOME A LEADER IN THE INDUSTRY

Becoming CX certified makes a strong statement that you are among the leaders in the industry—up to date with CX technologies, knowledgeable about best practices and state-of-the-art solutions, and informed of emerging trends. These are just a few of the benefits of being CX certified. Here are ten more reasons why you should become CX certified.

- 1 Career Advancement.** Surveys consistently suggest increased salary and career advancement opportunities for certified individuals.
- 2 Professional Opportunities.** Hiring managers and recruiters take certification seriously. A respected and widely accepted certification proves to prospective employers that your business intelligence expertise is confirmed by a recognized organization in the industry.
- 3 Proven Professional Achievement.** Documented evidence of your professional achievement leads to recognition and respect for your abilities as a business intelligence professional.
- 4 Industry Recognized.** Companies such as Apple, VMWare, Kodak, Wal-Mart, Marriott and T-Mobile have experienced the value of certification and have resoundingly endorsed it.
- 5 Increased Credibility.** Credentials increase your standing in the Customer Experience community by attesting to the integrity of your knowledge and skills and the reliability with which you can apply them.
- 6 Employer Confidence.** Certification helps employers match skills to job requirements and provides confidence that employees have the right skills for the job.
- 7 Continued Professional Growth.** Ongoing course requirements, combined with a variety of learning resources, ensure that your knowledge keeps pace with a rapidly changing field.
- 8 Networking.** Join a growing network of other certified professionals around the world to share tips and best practices through our social networking tools.
- 9 Portable.** The certification goes with you. As you participate in ongoing courses, your investment will continue to reward your efforts. This isn't just a "one and done" certification.
- 10 Augment your Education.** Post graduate certifications will augment your current degree program and yield even greater rewards ongoing.

LEARNING IS AN ACTION VERB

Learning is an action verb, it is not a singular event. It takes effort and time in order to keep your skills up to date. The market is continually changing, technology is evolving. Through certification programs, you can continually improve, evolve as a CX Professional, and set yourself apart from the crowd. The investment will prove worthwhile in every aspect, in the short term and in the long run, for both you and your company.

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