

CXFUSION™
2018

CERTIFICATION EVENT

APRIL 9-10, 2018 | ARIA HOTEL, LAS VEGAS

DRIVING

ENTERPRISE CX

ACCELERATE YOUR CUSTOMER EXPERIENCE
CAREER AND PROGRAMS AT THIS SPECIAL
EVENT PRIOR TO CXFUSION

CREATED AND HOSTED BY

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 the Certification Event, you receive CXFusion at the rate of \$799 (\$250 savings).

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

CERTIFICATION	April 9, 2018	April 10, 2018	LEVEL
VoC Certification \$1,250	VoC Day 1	VoC Day 2	Beginner
Customer Journey Mapping Certification \$600	Journey Mapping		Basic/ 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 9, 2018	April 10, 2018	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.

INSTRUCTOR



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.

Register today at cxfusion.com/#register

COURSE

2

CUSTOMER JOURNEY MAPPING

CERTIFICATION	April 9, 2018	LEVEL
Customer Journey Mapping Certification \$600 Course	Journey Mapping	Basic/ Intermediate

Certification provides you a proven approach to understanding your customer’s end-to-end experience with your company. This is an information-packed course that gives you the knowledge and tools to immediately lead a customer journey mapping initiative at your organization. At the end of the class and upon successful completion of the exam, you will be certified in MaritzCX Customer Journey Mapping.

What You Will Learn:

- How to execute Customer Journey Mapping methodology for your organization
- How to use our MaritzCX customer journey mapping tools and techniques within your own work environment
- Key steps required to gain buy-in and build a meaningful customer journey map within your work organization
- How to leverage your customer journey map to improve the customer experience of your organization

Who should attend?

Anyone involved in creating or managing a CX program.

Customer Journey Mapping \$600 US per person

Includes the full-day certification course, course material, testing, and certification award once testing is passed. Price does not include air travel, hotel, or ground transportation.

INSTRUCTOR



CUSTOMER JOURNEY MAPPING: STACY BOLGER

As Head of CX Consulting for MaritzCX, Stacy helps organizations develop and apply the capabilities necessary to understand customer needs and apply their customer insights to drive tangible business results. She does this by helping organizations develop strategic CX programs that provide both outside-in and inside-out perspectives, that generate actionable insights, and which are supported by strong CX governance. She does this leveraging over 15 years of client-side experience leading customer-focused efforts in the financial services and retail industries. Stacy leads the development of the company’s thought leadership strategy, and is a regular contributor to industry thought leadership and best practice through her participation in CX events and webinars.

Prior to working at MaritzCX, Stacy spent a decade in leadership roles at American Family Insurance, leading large-scale customer satisfaction programs and change initiatives. Most recently, she aligned multiple care centers on industry-leading operational practices in workforce management, process improvement, training, and quality assurance. She began her career as a district manager for the global grocery store chain, ALDI, Inc.

Stacy has a business degree from Marquette University in Milwaukee, WI. She is on the board of directors for the Western Wisconsin Juvenile Diabetes Research Foundation (JDRF), and a member of the Customer Experience Professionals Association (CXPA).

Register today at cxfusion.com/#register

COURSE
3

DASHBOARD DESIGN CERTIFICATION

CERTIFICATION	April 9, 2018	April 10, 2018	LEVEL
Dashboard Design Certification <i>\$1,250 Course</i>	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: PAM FOX

Pam has worked as a VoC Analyst at JetBlue Airways providing customer insight and consulting with Airport General Managers throughout the Country.

Pam holds a Bachelor of Business/Marketing Degree from Brigham Young University/University of Phoenix. She is VoC and Project Management Certified.

Register today at cxfusion.com/#register

Monday, April 9, 2018

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

Tuesday, April 10, 2018

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, WalMart, 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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