



## How to Go From CX Novice to CX Expert

### Expand Your Customer Experience Skills

One of our missions is to help Customer Experience professionals at all levels and career stages to expand their knowledge and accelerate personal growth. We have created a list of steps for people to follow to achieve CX success. They are in order from the most introductory to more advanced methods.

### Join Reputable CX Organizations

CXPA is one in particular that we recommend. It is a well-known organization that is "dedicated to cultivating the Customer Experience profession." Their website contains an abundance of CX resources. You can be as engaged as much or as little as you want such as: reading articles in the Learn & Share section, starting a local chapter in your area, applying to jobs on the career board and joining their mentorship program as a mentee or mentor. We especially like the networking aspect of CXPA, and since it is international, CXPA makes it easy to connect with fellow CX professionals around the globe.

### Attend a certification course at a prestigious university.

Knowing that Customer Experience is a booming field, various schools are launching educational programs. Rutgers is a great example. Stacy recently completed the [CX Certificate program](#) and recommends it for several reasons: First, the class content is very relevant and applicable. Students gain access to helpful tools and templates that they can bring back to their jobs to make an impact. Secondly, classes are taught by top executives and leaders with CX expertise. The speakers all share meaningful examples that reinforce various lessons around developing personas, journey maps, use cases, measurement, culture and more. Third of all, the program offers much flexibility. People can take the course online or offline in a classroom setting. Furthermore, It is a real, university-backed program – not a seminar or conference. By the way, DoingCXRight subscribers can **get 20% off**.

[Claim your savings code.](#)

### Follow and join discussions on blogs like [DoingCXRight](#).

Blogs are free resources that offer high-value content, networking, and career growth opportunities. The more articles you read on different CX topics, the more exposure you gain to the language and concepts used in the field. We highly recommend after reading for awhile that you revisit your LinkedIn profile to update your skills. You may want to rewrite some of your experiences incorporating the industry language and related insights that you learn from CX professionals. Blogs like ours will naturally expose you to other resources, authors, seminars and conferences that you might want to attend to get to the next CX level. You can also search on LinkedIn for Customer Experience related groups and join them to see the background of other CX professionals and learn more ways to get to your end goal.

### Read CX Books.

There are many educational books written to appeal to CX novices as well as professionals with years of experience. We share several favorites on our blog in the [Education](#) section and are continuing to

update the list. We recommend reading top rated books especially people interested in taking the [CCXP](#) certification exam offered by CXPA. The organization has a requirement of three years of CX experience to be eligible. It's a smart prerequisite as you do not want to be just a CX theorist, but rather a CX practitioner. And to be one, you need experience. The books we recommend on our site are intended to help individuals prepare for the exam as well as provide useful information that applies to most jobs.

### **Conferences. Attend conferences.**

We can't stress this enough. The way Liliana learned about CXPA and the CCXP exam is through a Forrester Customer Experience conference in June. One of the speakers had an abbreviation at the end of her name - CCXP. When Liliana returned home, she googled the acronym and a whole customer experience world opened up! Within a month, Liliana had a Customer Experience professional as a mentor. There are many conferences to choose from no matter what industry you work in. Some of Liliana's favorites are [Forrester](#), [Future Travel Experience](#) and [Argyle Forum](#). Stacy also recommends [ForeSee](#), [Medallia](#), and [Qualtrics](#). You do not always need to travel to events as there are great learning opportunities online via webinars from above companies. You may also enjoy CXPA's annual [Insight Exchange event](#).

**THINK about the Customer** in every aspect of your work. You may already have a CX job and not even realize it. If you are an engineer, for instance, you are preventing bad customer experiences before they ever occur. If you are a marketer, you are making promises to the customer about their brand experience. Keep putting yourself in your customer's shoes and make decisions about their journey by **visualizing** and **feeling** their perspectives. Once you start thinking like a CX professional, you will start talking like one and people will notice. In turn, this often leads to new opportunities whether in the form of a job offer or project work that impacts customer experiences.

Stay tuned for more resources and tips to expand your CX skills. If you find this information valuable, please share on social media so that others can benefit as well.

*Stacy and Liliana*

Make sure YOU are Doing CX Right!

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