



## How To Go From CX Novice to CX Expert

Customer Experience is a growing field. Many people like myself “fell into it” years ago when terms like CX and VOC (voice of customer) didn’t exist. Others are now first learning how to deliver customer excellence. **No matter how much you know about CX, you’ve come to the right place.** CX is a rewarding career path, and I’m so glad you are on the journey.

Delivering customer excellence is a science and an art. By following [DoingCXRight](#), you’ll learn all that I have on the job and through formal academic training ([Read my bio](#)). I share proven ways to maximize customer satisfaction and employee loyalty too. While I have many recommendations, here are a few tips as a thank you for visiting my website:

### Attend a Certification Course at a Prestigious University

Knowing that Customer Experience is a brand differentiator, various schools are launching educational programs. Rutgers is one of the universities that is taking the lead in CX Certification. The program gives students access to helpful tools and templates that they can bring back to their jobs to make an impact. Top executives and leaders with CX expertise teach the program about developing personas, journey maps, measurement, culture, and much more. I completed the Certification Program and love it above other programs because **it is a real, university-backed program – not a seminar or conference.** View the class schedule on [Rutgers’s website](#) (online and classroom led options available) and [download their brochure](#). You can read about my learning experience [here](#), and **save 20% using code RUTGERSS20.**

### Participate in CX Discussions

Blogs 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. After reading for a while, I recommend reviewing your LinkedIn profile and updating your skills and descriptions. Think about how you can **write about your experiences incorporating the industry language and related insights.** In addition to blogs, follow CX topics and thought leaders on [Twitter](#) and [Instagram](#) too. Join Customer Experience related groups on LinkedIn, such as [CX Network](#), and online communities like [CXPA](#) and my favorite one, [CX Accelerator](#).

### Find a Mentor

I designed my [CX Mentor Program](#) for practitioners at every level of their CX profession. Your challenges matter. I’m available to help you for an hour, a week, a month, or forever. [Contact me](#) for more details.

### Attend Conferences

I cannot stress this enough. There are many to choose from, no matter what industry you work in today. Some of my favorites are [Forrester](#), [ForeSee](#), [Medallia](#), and [Qualtrics](#) and the annual [Insight Exchange event](#). You do not always need to travel. These organizations offer excellent learning opportunities online via webinars.

### Build Your CX Resource Library

I recommend reading CX Books to help you learn from different experts such as:

1. The Convenience Revolution by [Shep Hyken](#).
2. Uncommon Service by [Frances Frei and Anne Morriss](#)
3. The Effortless Experience by [Matthew Dixon](#).

Also, leverage free resources in your CX practice, such as a [Journey Mapping Tool](#).

I leave you with this. **THINK about the customer** in every aspect of your job. Own it regardless of what industry you work in and what role you have. If you are an engineer, for instance, you are preventing bad customer experiences before they ever occur. If you are a marketer, you are communicating experience promises to the customer about that the operations team needs to deliver consistently to maintain your brand equity. Keep putting yourself in your customers' shoes and make decisions about their journey by **visualizing** and **feeling** their perspectives. Once you **start thinking like a CX professional**, you will begin talking like one and people will notice. In turn, this will lead to new profitable opportunities.

Want more information on how to expand your CX skills? Read my [newest articles](#) and [contact me](#) with your questions and ideas. I look forward to connecting with you!

[Stacy Sherman](#)

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