



Customer Experience
Professionals Association™

Introduction to CXPA and CXPA Switzerland

Ilkka Huotelin, 31.1-17 Zürich

Customer Experience Professionals

- CXPA was founded in 2011 to help develop CX as a discipline.
- We have grown to over 5,000 members in over 70 countries with the largest presence in the US and UK.
- CXPA is an opportunity to share best practices and utilize resources in peer-to-peer sharing. Member volunteers truly make it all happen!

What is available to CXPA Members?

- CX Resources
- Webinar Series
- Ask the CX Experts
- Online Discussion Forum

- Website: www.cxpa.org
- Individual membership \$195 per year
- Around 15 members in Switzerland currently

Validate your skills...

Become a Certified Customer Experience Professional (CCXP)

www.ccxp.org

The screenshot shows the CCXP website homepage. At the top left is the CCXP logo with the text "CERTIFIED CUSTOMER EXPERIENCE PROFESSIONAL". To the right are social media icons for Twitter, Facebook, Google+, YouTube, and LinkedIn. Below the logo is a navigation menu with links for HOME, OVERVIEW, APPLICATION, EXAM RESOURCES, CCXP DIRECTORY, and FOR CURRENT CCXPS. The main banner features a diverse group of five professionals and the text "Distinguish Yourself in the Workplace". To the right of the banner is a text box describing the CCXP designation. Below the banner is a process flow diagram with five steps: APPLY, CXPA REVIEWS CREDENTIALS, REGISTER DATE AND LOCATION FOR TEST, TAKE EXAM, and SUCCESS! YOU'RE A CCXP. A "START APPLICATION PROCESS NOW" button is located to the right of the diagram. At the bottom right, the word "TESTIMONIALS" is partially visible.

CXPA Switzerland

- Our mission is to boost awareness of the CX topics in Switzerland and to act as a professional community for exchanging ideas and knowledge.
- Networking events 3 – 4 times a year
- Blog
- Newsletter

You can find out more at:
www.cxpa.ch

Membership of the international CXPA is not compulsory to participate



CXPA Switzerland - Team



Ilkka Huotelin
Be Customer
Smart



Jukka Hekanaho
Be Customer
Smart



Giuseppe De
Vincenti
Nexa



Michael Grund
HWZ

We are always looking for more volunteers to:

- Organise or host events
- Speakers
- Bloggers or newsletter writers

Contact us

- Via our web site: cxpa.ch
- By email: info@cxpa.ch
- You can contact us in English, German, French or Italian