



# ARE YOU READY TO BE A GAME CHANGER?

ADVANCED,  
PRACTICAL AND  
IMMEDIATELY  
USABLE  
CERTIFICATIONS IN  
CUSTOMER  
CENTRICITY -  
DESIGNED  
SPECIFICALLY FOR  
THE GCC.



**CXSA ACADEMY  
INTRODUCTION**

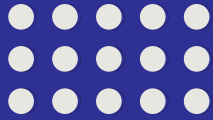
[www.cxsamiddleeast.com](http://www.cxsamiddleeast.com)

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# WHAT WE DO

Introducing our specialized Academy, focusing on Customer Centricity, Service Excellence, Design Thinking, User & Patient Experience, and Employee Engagement. Our tailored Certified Courses, in English & Arabic, cater to the GCC region, offering foundational to advanced options. With in-house and public programs, certifications emphasize practical application through local & global case studies, adapting to Service Excellence needs while maintaining a consistent Customer Centricity Curriculum.



## THE 12 CXSA COMPETENCIES

JOURNEY MAPPING & PROCESS ALIGNMENT

RESEARCH, VOC & INSIGHT

DESIGN THINKING & INNOVATION

CUSTOMER STRATEGY

KPI'S & GOVERNANCE

BUSINESS CASE, ROI & ROADMAP

IMPLEMENTATION & CHANGE MGT

PEOPLE, CULTURE & ENGAGEMENT

AGILE TECHNOLOGY ALIGNMENT

INFLUENCING & SELLING CHANGE

RECOGNITION & PROMOTION

CUSTOMER-CENTRED LEADERSHIP

## Our Passion

**30+**

Countries

**1000+**

Conference Attendees Globally

**25+**

Expert Trainers & Coaches

**100+**

Satisfied Customers

## Our Focus

**01.**

SKILLS

Building capability in Customer-Centricity & Innovation

**02.**

PASSION

Fostering people-driven Customer Centricity for enhanced company performance.

**03.**

CONFIDENCE

Instilling the belief and impact of positive contributions on both company and personal career growth.

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# WHY CXSA?

## CXSA CAPABILITY



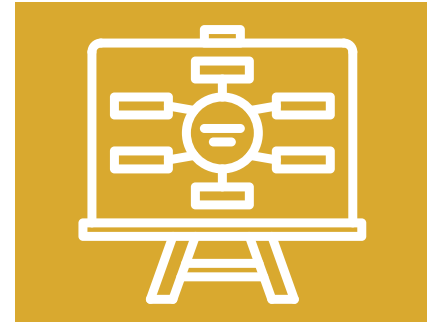
### NEXT PRACTICE THINKING

We use advanced techniques to innovate beyond "best practices," creating a competitive edge for exceptional customer experiences. This demands original thinking and identifying success strategies that surpass competitors.



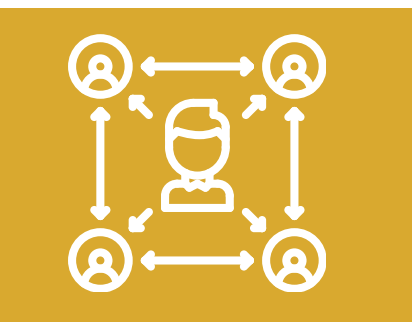
### ALIGNED TO NEEDS OF GCC

Our delivery methods match GCC needs, focusing on people and education. We utilize global and local consultants, multilingual and experienced, with GCC case studies for strategy, delivery, and training.



### "BLENDING DATA CENTRIC CX WITH PEOPLE CENTRIC CX

A strong VoC framework tied to Journey Mapping and ongoing improvement is foundational. People-centric design, delivery, and education are the key differentiators for customer-centric companies.



### COLLABORATION & COMMUNITY

The Customer Experience & Service Association is a non-profit providing conferences, awards, and memberships, fostering collaboration, inspiration, and idea-sharing.



### EDUCATION CENTRIC DELIVERY

Integrating education and delivery empowers business teams to lead customer-centric change. Our certifications enable rapid design of top solutions, even in unfamiliar industries.



### EXTENDED RESOURCES

Customer-centric change extends beyond delivery. Access added-value resources: Knowledge Bank, online training, Gamechanger GCC video podcast, and The Vault online CX resources.

# CXSA's 5-Level CX Certification Programme

## 01

### FOUNDATION

Fundamental building blocks & strategies for building a customer-centric company.

## 02

### PRACTITIONER

Core skills focus on both Data-driven CX and Human-centric CX.



## 03

### MASTER

Advanced skills focus on strategy, innovation, success measures, culture change & technology.

## 04

### LEADER

Focus on leadership, culture, influence, business case & roadmap development.

## 05

### CHAMPION

Recap of 12 competencies then extending to cover supporting change, evaluating progress, resolving issues & mitigating risk.

FOUNDATION	PRACTITIONER	MASTER	LEADER
JOURNEY MAPPING ESSENTIALS	JOURNEY & PROCESS MAPPING	SERVICE DESIGN & INNOVATION	PEOPLE CULTURE & ENGAGEMENT
INSIGHTS & CUSTOMER RESEARCH BASICS	INSIGHTS & CUSTOMER RESEARCH	ADAPTIVE TECHNOLOGY ALIGNMENT	INFLUENCING & SELLING CHANGE
	CUSTOMER STRATEGY	GOVERNANCE & CHANGE MANAGEMENT	RECOGNITION & PROMOTION
	SUCCESS MEASURES & KPIS	BUSINESS CASE & ROADMAPS	CUSTOMER-CENTRED LEADERSHIP

### CHAMPION

**BUILDING CUSTOMER-CENTRIC COMPANIES THROUGH CHANGE AGENCY & SPONSORSHIP**

**Enabling Change Agents to Support & Catalyse Change, Resolve Issues & Mitigate Risks.**

# CXSA TRAINING PROGRAMMES

## CXSA CURRICULUM SUMMARY

More detailed information relating to the below programmes, topics and agendas are covered in separate brochures.



### **CXSA Customer Experience Certification Series**

5-Level "Best to Next Practice" certification: Workshops encompass customer centricity, teaching core concepts, advanced customer insight techniques, and crucial people skills for building a customer-centric organisation.



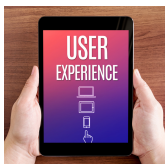
### **CXSA Customer Service Certification Series**

3-level Customer Service Excellence Series covering Foundation & Practitioner workshops for frontline service, Master Programme for aspiring leaders.



### **CXSA Service Design & Innovation Certification Series**

Creating customer-centric offerings demands people-centric, creative solutions. Our collaborative, practical approach blends diverse techniques & tools for innovative problem-solving.



### **CXSA User Experience Certification Series**

Market leadership demands it, not just a luxury. Our series covers user research, innovative methods, design, and world-class UX Strategy.



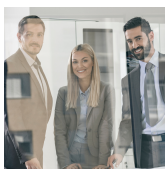
### **CXSA Patient Experience Certification Series**

Clinicians & strategists must grasp patient needs swiftly. Our Certification Workshop series covers essential Patient Experience components for top-tier hospital & health authority services.



### **CXSA Employee Experience Certification Series**

Customer-centric firms require empowered employees for today's excellence. Our certification integrates culture frameworks with hearts & minds initiatives to boost productivity.



### **CXSA Role Specific Customer Experience Certification Series**

CX is everyone's duty, adapted by role. This series tailors frameworks, techniques, and cases for various roles: product, project, IT, marketing, operations, and process improvement specialists.



# THE CX VAULT

## EXTEND, REINFORCE, RETAIN CRITICAL LEARNING

### AN EDUCATION ECOSYSTEM

The CX Vault is an education platform that extends the CXSA hands-on face-to-face learning experience. Traditional learning approaches suffer from knowledge erosion leaving practitioners not operating to potential.

As an agile Centre of Excellence for organisations, The CX Vault changes all that by providing:

- Access to extended knowledge and capability via added value CX, CS & Patient Experience programmes..
- Engagement with other CX thought leaders & peers.
- Career Acceleration - by shortening the skills gap & bringing employers & prospective employees/service providers closer together.



### NEXT GENERATION LEARNING

The CXSA Learning Pyramid™ is our proprietary platform designed to support the demands of modern corporate learning. This unique & totally flexible 5 layer model extends, reinforces & engrains core learning so that participants operate to the best they can be.

#### Extended Learning Paths (XLPs)

- On-line training school

#### Knowledge Base

- Methods, techniques examples

#### Practice Labs

- Reinforcing new skills in the real world

#### Assessments

- Making participants the best they can be

#### Interactive Workshops

- Wide range of core & specialist topics
- Next practice thinking & techniques
- Aligned specifically to your organisation



# OUR CLIENTS

## WHO WE HAVE DELIVERED TO

CXSA and its CXSA faculty members have delivered to some of the leading organisations in the GCC region. Below is a sample of clients who have gone been on our training programmes.



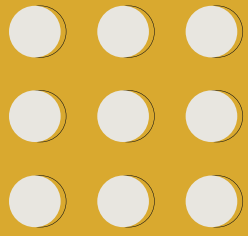
مستشفى الملك فهد التخصصي بالدمام  
King Fahad Specialist Hospital - Dammam



مستشفى الملك فيصل التخصصي ومركز الأبحاث  
King Faisal Specialist Hospital & Research Centre  
مؤسسة عامة Gen. Org.



هيئة المعرفة والتنمية البشرية  
KNOWLEDGE & HUMAN DEVELOPMENT AUTHORITY



**COMING SOON**

**PODCAST**

# GAME CHANGER GCC



## INSIGHTS

REAL INSIGHTS FROM EXPERTS ON REAL WORLD PROBLEMS

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## NEXT PRACTICE

PUSHING THE BOUNDARIES BEYOND BEST PRACTICE

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## TRANSFORMATION

ELEVATE CX AT YOUR COMPANY. ARE YOU READY TO BE A GAME CHANGER?

