

## A4Q CX Analysis Course with Online Exam

Duration: 3 Days    Course Code: BACX

### Overview:

Take an in-depth look at the key area of customer experience with our **CX Analysis** course. Learn how to transform business processes and to offer engaged, responsive and connected customer experiences.

### Target Audience:

The **CX Analysis** course is for anyone who wants to develop a deeper understanding of their customers and transform the customer journey, in particular: Business Service Designers (including Business Designers and Service Designers); Product Managers; Business Analysts; Digital Experience and CX researchers; Business Architects; Solution Architects; User Researchers; Operations and Customer Service Managers; Project Managers; Business Change Specialists, Business Engineers and Business Designers.

### Objectives:

- CX analysis is critical to business success. It looks in depth at the customer experience, and how an organisation can transform its existing processes to offer engaged, responsive and connected customer experiences.
- **CX Analysis** course examines every touchpoint of the customer journey. Key areas include analysing the organisation's view of CX; the difference between CX and UX and why it matters; customer gains and pains and organisational maturity.
- Learn how to tune in to your customers, action your insights and add value across multiple touchpoints to take your customer experience from good to great.

### Testing and Certification

The examination leading to the Certificate in Customer Experience Analysis is based upon A4Q Customer Experience Analysis course materials. Candidates' knowledge and understanding of Customer Experience Analysis is assessed in line with the learning objectives specified in this syllabus.

The examination leading to the Foundation Certificate in Customer Experience Analysis exam consists of:

- 40 multiple choice questions, each of which has a value of one mark
- Candidates must gain 26 marks out of the available 40 marks (65%) in order to pass the examination and be awarded the certification
- Duration is 1 hour
- Closed book examination and no reference materials may be used while sitting the examination.

## Content:

During this course, you will cover:

- The rationale for analysing Customer Experience
- Core principles and components of Customer Experience analysis
- The stages of the CX Analysis and Design Framework
- The elements of the Business Scorecard
- Business values, strategy and core CX competencies
- Using the Balanced Scorecard and Strategy Maps
- Value co-creation, alignment and misalignment
- Analysing and defining the elements of a Value Proposition
- The Customer Experience research context
- CX research techniques including storytelling and focus groups
- 'Voice of the Customer' research and analysis including personas, customer journey maps and empathy maps
- Models to represent the voice of the customer, including customer journey maps and empathy maps
- Organisational Barriers to Customer Centricity
- The Five Dimensions of Service and Accessibility
- Frameworks for UX requirements definition; usability and accessibility
- Techniques to enhance CX/UX including affinity diagrams, Kano, wireframes, service blueprints
- CX quality measurement techniques

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## Additional Information:

The **CX Analysis** course forms one part of AssistKD's Business Service Designer training programme which includes courses on [Business Service Design](#) and [Design Thinking](#). It is one of the mandatory modules for the new internationally recognised [A4Q Service Designer qualification](#).

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## Further Information:

For More information, or to book your course, please call us on Head Office 01189 123456 / Northern Office 0113 242 5931

[info@globalknowledge.co.uk](mailto:info@globalknowledge.co.uk)

[www.globalknowledge.com/en-gb/](http://www.globalknowledge.com/en-gb/)

Global Knowledge, Mulberry Business Park, Fishponds Road, Wokingham Berkshire RG41 2GY UK