

Unlocking CX Success: How Education Drives Customer-Centric Ways of Thinking and Working

An expert panel discussing how customer experience education drives customer-centricity and business outcomes

An McorpCX Lessons Learned Webinar

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Today we're going to... hear from CX Professionals about what it really takes to get CX and Customer Centricity Education programs started and the tips and tricks they learned to maximize their impact



And then at the end

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A research program to hear what CX and Learning and Development Leaders want from CX training programs for CX Pro's, Practitioners and the broad business community and how well they are being served

CXPA | Customer Experience Professionals Association™

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To our panellists for today:



Gabe Smith, CCXP
Associate Director at
Customer Experience
Professionals Association

As a Content Manager and Associate Director, Gabe creates and curates relevant, timely, and useful content that increases engagement in the CXPA and advances CX practice. Prior to joining CXPA, Gabe was a CX practitioner for several years with the American Cancer Society.



Vanessa Valore
Vice President of Marketing,
The Institutes Knowledge
Group

A marketing strategy and digital CX leader at The Institutes Knowledge Group, the leading risk management and insurance educator. With over 15 years of experience, Vanessa also serves as an Adjunct Professor of Integrated Marketing Communications at Rowan University.



Amy Beltz
Senior Manager, Customer
Experience at SimpliSafe

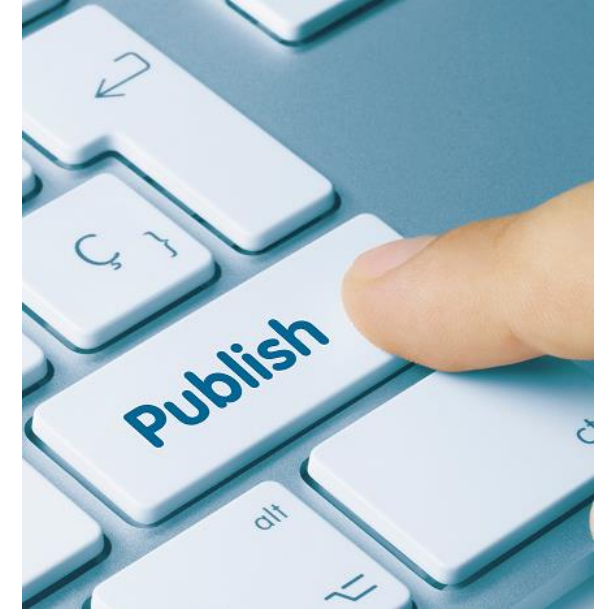
With over a decade of experience as a CX leader and practitioner now at SimpliSafe, and previously at Hanover Insurance and Liberty Insurance, Amy has consistently driven comprehensive CX transformations encompassing people, process, and technology.



Suzi Earhart, CCXP, Prosci®
Practice Leader, Training &
Education and Change
Management, McorpCX

Expert contact center, IT, and operations business executive, and Director of our CX Masters Academy found at www.cxmastersacademy.com Previously VP of CX for two companies in the Insurance and technology industries.

Research on CX training needs and achievement



Recruit

July 2023

Formal announcement and recruit CX Leaders and Learning and Development leaders as panel participants with CXPA

Listen

August 2023

Interviews with a core group of leaders across regions and industries followed by a broader survey

Analyze

September 2023

Analyze findings and package

Publish

October 2023

Publish findings with CXPA and hold a webinar to discuss those findings, aligning with CX Day in early October

And before we end .. mark your calendars

July 28th, 2023, 10am PT, 1pm ET



Taylor Fitzpatrick
Experience Management

Journey Maps Aren't Enough. Unleash CX Potential with the Journey Management and Orchestration Framework.

Register here

www.mcorpcx.com/Journey-Mapping-Framework

Thank You

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Any questions you can contact us here

<https://www.mcorp.cx.com/contact>

Or book a meeting to chat with me

<https://www.mcorp.cx/meetings/grahamvclark/grahams-meetings>