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COURSE BROCHURE

Advanced CX Professional Competencies and Applied Project Course

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Kuala Lumpur

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Advanced CX Professional Competencies and Applied Project Course

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CX Professional Competencies and Applied Project is a 2-week training course for senior customer service managers and experience professionals, who leave with an Applied CX Improvement Project Report built on a live service issue. Organisations increasingly expect experience leaders to show evidence of competence across insight, design, culture and measurement, not only years in role. Jupiter Prime Training runs this course on CX Professional Competencies and Applied Project.

Why CX Professional Competencies and Applied Project Matters Now

Two groups shape this field today: employers who recruit and promote experience leaders against defined competency frameworks, and executives who want improvement claims backed by evidence from real projects. Customers add the pressure behind both, judging organisations on consistency across every channel. Professionals who can demonstrate competence through an applied project earn credibility and sponsorship; those who rely on general experience struggle to show impact. The course draws on ISO 10002 guidance on complaints handling, ISO 18295-1 requirements for customer contact centres, the Net Promoter Score NPS, Customer Effort Score CES and the Plan-Do-Check-Act PDCA improvement cycle.

Who Gains Most from CX Professional Competencies and Applied Project

- Senior service managers who lead multi-channel teams and own experience outcomes
- Experience specialists who run insight, design and measurement activities across functions
- Contact centre heads who align operations with service requirements and customer expectations
- Quality leads who connect complaint evidence and standards to improvement projects
- Service transformation owners who build experience capability in their organisations

Service functions that send two or three managers working on related customer issues gain most, because their applied projects can then share evidence and sponsors.

CX Professional Competencies and Applied Project Capabilities

Participants practise each competency on their own service context and assemble the evidence into a project that a sponsor can judge on results.

- Assess personal capability against a CX competency framework and set development priorities — line managers and mentors
- Apply customer insight methods to frame a measurable improvement problem — project sponsors
- Design an experience improvement using journey mapping and service blueprinting — process owners
- Build service culture actions that link staff behaviour to customer outcomes — HR and operations leaders
- Calculate baseline and post-change measures with NPS, CES and operational data — executive reviewers
- Communicate project findings and recommendations in a structured report — steering committees

Key CX Professional Competencies and Applied Project Terms

- CX competency framework — a defined set of knowledge, skills and behaviours expected of experience professionals at each level of seniority.
- Applied project — a workplace improvement initiative that uses course methods on a real issue and is judged on evidence and results.
- Project charter — a short document stating problem, scope, objectives, measures, sponsor and timeline for an improvement project.
- Baseline measure — the value of a metric before a change, used to judge whether an improvement made a real difference.
- Plan-Do-Check-Act PDCA — a four-step cycle for testing a change, checking its effect and standardising what works.
- Reflective practice log — a structured record of decisions, learning and evidence kept by a professional during a project.

CX Professional Competencies and Applied Project Day by Day

Day 1: The CX Professional Landscape

- CX Competency Frameworks — Levels, Domains and Behavioural Indicators
- Personal Competency Self-Assessment — Strengths and Development Gaps
- Professional Ethics in Service — Fairness, Transparency and Customer Trust
- Reflective Practice Logs — Evidence Habits for the Whole Course
- Applied Project Selection — Criteria for a Live Service Issue

Day 2: Customer Insight Competencies

- Insight Source Inventory — Surveys, Complaints, Contacts and Analytics
- Root Problem Framing — From Symptoms to Measurable Problem Statements
- Customer Interviews and Observation — Qualitative Evidence Gathering
- Segmentation for Insight — Needs-Based Customer Groups
- Project Charter Drafting — Problem, Scope, Sponsor and Measures

Day 3: Standards and Service Requirements

- ISO 10002 Principles — Complaint Handling as Improvement Input
- ISO 18295-1 Requirements — Contact Centre Service Expectations
- Service Level and Experience Standards — Translating Requirements to Practice
- Gap Assessment Against Standards — Evidence and Priorities
- Standards-Based Improvement Opportunities — Selecting for the Project

Day 4: Experience Design Competencies

- Journey Mapping — Current-State Steps, Emotions and Pain Points
- Service Blueprinting — Frontstage, Backstage and Support Processes
- Ideation and Concept Selection — Criteria for Feasible Solutions
- Prototype and Test — Small-Scale Trials With Customers and Staff
- Future-State Design Note — Documenting the Proposed Change

Day 5: Measurement Competencies

- NPS, CES and Satisfaction Metrics — Choosing Project Measures
- Operational Metrics — Resolution, Repeat Contact and Handling Time
- Baseline Data Collection — Sampling and Data Quality Checks
- Run Charts and Simple Statistics — Detecting Real Change
- Benefits Tracking Sheets — Linking Measures to Business Value

Day 6: Service Culture Competencies

- Service Culture Diagnostics — Values, Behaviours and Rituals
- Employee Engagement and Experience Links — Evidence for Sponsors
- Coaching Frontline Behaviour — Feedback Conversations and Observation
- Recognition Systems — Reinforcing Customer-Focused Actions
- Culture Action Plan — Behaviours Supporting the Project Change

Day 7: Leading CX Change

- Stakeholder Mapping — Influence, Interest and Engagement Tactics
- Change Readiness Assessment — Capacity, Resistance and Support
- Sponsor Management — Updates, Decisions and Escalations
- PDCA Cycles — Testing the Change in Controlled Steps
- Communication Plans — Messages for Staff, Managers and Customers

Day 8: Project Execution and Evidence

- Implementation Planning — Tasks, Owners and Milestones
- Risk Logs for Improvement Projects — Threats to Customer Outcomes
- Evidence Portfolio Structure — Documents, Data and Reflections
- Mid-Project Review — Measures, Learning and Course Corrections
- Sector Cases — Retail Banking Contact Centres and Utility Services

Day 9: Results Evaluation and Reporting

- Before-and-After Comparison — Baseline Versus Post-Change Measures
- Attributing Results — Separating Project Effects From Other Factors
- Report Structure — Problem, Method, Evidence, Results and Recommendations
- Executive Summary Writing — One Page for Decision Makers
- Peer Review Clinics — Challenging Evidence and Conclusions

Day 10: Practising the Applied CX Improvement Project Report

- Charter and Insight Review — Applying Day 2 Problem Framing
- Design Evidence Check — Day 4 Blueprint and Test Results
- Measurement Validation — Day 5 Baseline and Run Chart Review
- Change Leadership Reflection — Day 7 Stakeholder Lessons
- Applied CX Improvement Project Report — Evidence, Results and Next Steps

Applying CX Professional Competencies and Applied Project After the Course

- Present the project charter to a sponsor, agree baseline measures and start the first PDCA cycle on the chosen service issue.
- Complete a competency self-assessment with a line manager and agree two development actions backed by evidence from the applied project.

CX Professional Competencies and Applied Project Questions FAQ

What are CX professional competencies and an applied project, and why do they matter now?

They are the defined skills of experience professionals, proven through a real improvement project with measured results. They matter now because employers judge experience leaders on demonstrated competence and evidence of impact, not only on years in role.

Which roles gain most from CX professional competencies and applied project training?

Senior customer service managers and experience specialists gain most. Contact centre heads, quality leads and transformation owners also benefit, because their projects connect standards, measurement and culture to a live customer issue.

How does CX professional competencies and applied project training differ from a CX strategy course?

It builds individual professional competence through a hands-on improvement project rather than setting enterprise strategy and funding. You frame a problem, design and test a change, measure results and report evidence.

What do you bring back from CX professional competencies and applied project training?

You bring back a project report on a live service issue. It holds a charter, insight evidence, a tested design, baseline and post-change measures, a culture action plan and a reflective log of your competency development.

CX Professional Competencies and Applied Project: The Way Forward

The Applied CX Improvement Project Report first informs whether the tested change is adopted across the wider service. Senior managers, sponsors and quality leads use it to decide on rollout and to recognise the competencies shown. After the first rollout, revisit the competency self-assessment, because leading a live project usually exposes new development priorities that classroom practice cannot reveal.