

## CERTIFICATION

# Operational Customer Experience Management

## Embed the voice of the customer across your business

In today's transparent and information-rich environment, extracting insights from customer data is critical. But insights only make an impact when you take action on them. That's where Operational Customer Experience Management makes the difference. It's a methodology that accelerates your organization's ability to anticipate and adapt to changing customer needs. This two-level certification program will teach you and your team a proven approach to:

- ✓ Transform customer experience insights into actions
- ✓ Accelerate internal learning and improvement
- ✓ Align teams around the customer's needs
- ✓ Differentiate and adapt ahead of the market

# Operational CEM Certification

Medallia's Operational CEM certification courses show you how to leverage the entire organization to act on customer feedback and drive meaningful improvements to your customer experience. Explore the methods used by Medallia's leading clients across multiple industries, including business-to-business and consumer-oriented examples. Learn how to:

- ✓ Create a dialogue between customers and internal teams
- ✓ Embed customer insights into daily operational decisions
- ✓ Set goals that align your organization around the customer
- ✓ Maximize the impact of customer experience investments

## Is this certification right for me?

If you run a customer experience program or make operational decisions that affect the customer, these courses are for you. Join more than 1,000 customer experience leaders who have used what they've learned to unleash the potential of their customer experience program.

### CEM program managers

Differentiate yourself as an internal expert to drive change

### Market insights professionals

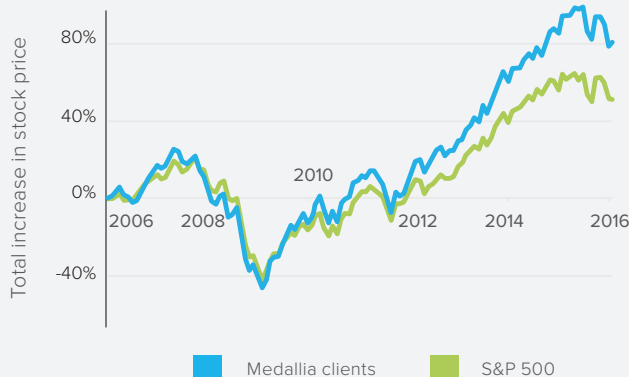
Unlock the power of customer insights for the whole organization

### Operational leaders

Develop a common language and customer understanding

## Medallia customers out-perform the market. Learn the methods behind their success.

Medallia clients vs. S&P 500



Better experience, stronger revenue



SOURCE: Medallia analysis featured on HBR.ORG

# Certification - Level 1 Course

Learn how to elevate your customer experience efforts by creating a dialogue between customers and the teams who impact the experience.

## Seeing yourself as customers do

Organizations tend to see themselves through the lens of their own teams and processes. But that narrow view limits your organization's ability to understand the customer and improve. Learn how to design an outside-in approach that creates a real-time dialogue between customers and internal teams.

### Put your learning into action:

- ✓ Track the key journeys that customers have with your brand
- ✓ Identify appropriate times to ask for feedback
- ✓ Collect data that reflects your customer base
- ✓ Design feedback methods that are easy and relevant to the respondent

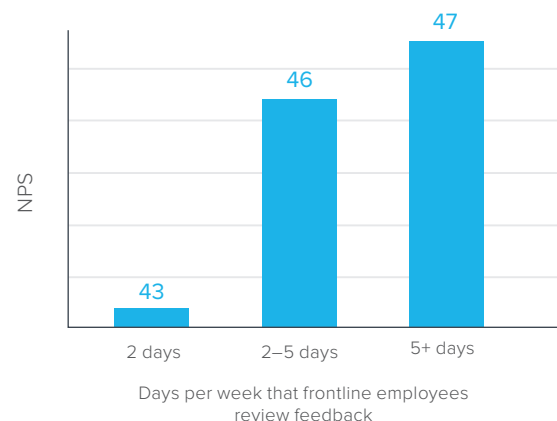
## Wiring the customer into every decision

Getting feedback is meaningless if you don't act on it, and a single team looking at the data isn't enough. See how giving every team relevant information tailored to their specific needs will expand your entire organization's ability to make decisions that improve the customer experience and your company's bottom line.

### Put your learning into action:

- ✓ Evaluate gaps in customer feedback adoption across internal teams
- ✓ Assess business requirements to tailor the presentation of data to the specific needs of each role
- ✓ Link customer feedback with other internal sources of customer, operational, and financial data
- ✓ Design an approach to measure the financial impact of customer experience

### Companies that access feedback more frequently deliver better experiences



# Certification - Level 2 Course

Build on your skills from Level 1 and learn how to foster a culture of customer experience accountability that drives operational improvement and innovation.

## Driving accountability at all levels

In a customer-focused culture, every employee takes ownership for improving the customer experience. Learn how to accomplish this by aligning goals and responsibilities with a common vision centered on the customer. Then, leverage this focus by empowering all levels of the organization to respond to customer feedback, surface underlying issues, and share learning.

### Put your learning into action:

- ✓ Motivate executives to use customer experience as a key part of their business strategy
- ✓ Apply training, coaching, and recognition programs that reinforce customer-centric behaviors
- ✓ Establish clear responsibilities, goals, and success metrics
- ✓ Design an effective front-line process to respond systematically to customer feedback

## Innovating continuously at scale

As companies grow, they can lose the agility required to respond swiftly to changing customer needs. But this isn't inevitable. Discover how companies can turn their size into an advantage and drive innovation at scale to adapt and stay ahead of the market.

### Put your learning into action:

- ✓ Evaluate the current customer experience using quantitative approaches
- ✓ Identify and address the underlying root causes of problems
- ✓ Establish a process to discover new ideas and effective practices
- ✓ Measure the effectiveness of innovations using field testing and customer feedback



Companies that improved the most ran more innovation tests

**7x**

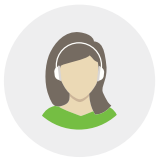
Top vs. bottom quartile of annual NPS change

# Get Certified

Join an elite group of certified customer experience experts by successfully passing the Medallia Operational CEM Certification exams after each level. To earn certification, you must pass an online, timed exam covering the course concepts. Your registration includes up to two attempts to pass each exam.

## How do I participate?

We offer three options for completing the Operational CEM certification:



**Online Self-Paced:** Study when and where it's most convenient, and save on travel costs. You will receive a participant guide and access to our learning website with videos, interactive activities, and an instructor Q&A forum. Online participants may choose Level 1 certification only, or the Level 1 & 2 course bundle.



**Workshop:** Combine the Level 1 & 2 training with a 1-day Accelerator Workshop in a major city. You'll work on activities in small groups to dive deeper into key concepts and get feedback on your Operational CEM action plan from instructors and peers. You'll also network with customer experience professionals from other companies.



**Private Workshop:** For large groups, Medallia can bring the 1-day Accelerator Workshop on-site to your company. Gather your internal network of customer experience champions to align on best practices and develop action plans. This format is ideal for confidential discussion about your company's unique objectives and challenges.

"Using what we've learned, my team and I are now able to act as internal experts to support our customer experience strategy. Having champions from different parts of the organization attend also helped us develop a common language and buy-in for operational change initiatives."

- Course participant, Chicago, IL

[institute.medallia.com](https://institute.medallia.com)

Registration questions? Contact us at: [info@medalliainstitute.com](mailto:info@medalliainstitute.com)

## About the Medallia Institute

The Medallia Institute provides research, insights, and education programs to equip business executives with the know-how to compete and win on customer experience. Medallia Institute findings are regularly published in respected business and academic journals. The Institute also offers courses and workshops to help companies implement best practices in customer experience management.

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