



## The Customer Experience Company partners with The CX Academy to bring CX Education to Australia

### ***Global industry leading CX qualifications now available to Australian enterprises***

**Sydney 17 September, 2020:** In an Australian first, businesses will now be able to provide certified, standardised customer experience (CX) education for staff, thanks to a new partnership between Australian consultancy The Customer Experience Company (CEC) and international firm The CX Academy.

Offering an internationally recognised standard for certified CX qualifications, employees will be able to attain a professional certificate or diploma through self-paced, online study. The courses cover all the required concepts and methodologies used to deliver CX excellence through online learning modules including video lectures, best practice 'real world' examples and regular self-assessment opportunities and can be easily delivered through organisations of all sizes.

Contemporary customer experience, the fastest growing business discipline globally, helps organisations to differentiate themselves, to understand the power of advocacy, and ultimately to create an unbreakable bond with their customer. The CX Academy courses set the professional certification standard for Customer Experience learning with their university credit-rated and industry approved courses.

Students from over 30 countries and from companies such as Oracle, AXA insurance and ING Bank have completed the courses. Companies have reported increased staff and customer retention and satisfaction, as well as the ability to set themselves apart from competitors, particularly in market sectors that provide commoditised products and services.

CEC's experience in the CX industry has proven that having an organisation-wide understanding of CX and its tools, skills and benefits is critical to success, explains Managing Director of CEC, Raj Mendes.

"Everyone within an organisation has an impact on CX, from finance to IT support, customer service to sales," Mr Mendes says. "In order to provide an excellent experience for customers, the knowledge and tools of CX should be woven into the fabric of every department in your organisation. We believe that a deep understanding of CX within organisations can only occur through consistent training and education facilitated at scale".

Julian Douglas, Head of The CX Academy, sees the courses as key to engaging customer advocacy and loyalty. "Enterprises of all sizes are investing significantly in the technical part of customer experience," he explains "but do not typically invest at the same level into employee knowledge and soft skills which is equally as important in delivering the customer experience. We are committed to delivering better customer experience learning solutions for international markets to help enterprises increase customer engagement and set themselves apart, by bringing their people capabilities in line with their technical capabilities."



The CX Academy and CEC partnership is supported by Enterprise Ireland, the State agency working with Irish enterprises to help them enter and succeed in the Australian and New Zealand markets.

Commenting on the partnership, Enterprise Ireland Senior Market Advisor in Sydney, Ray Fleming said, "The CX Academy is a superb example of how Irish innovations can contribute to the positive transformation of organisations everywhere, and we are delighted they have partnered with CEC, the leading CX consultancy in Australia. We are extremely proud that The CX Academy is representing the best of Irish customer experience on the global stage and we look forward to supporting them as they enter the Australian market."

For more information on the courses available, please visit <https://www.customerexperience.com.au/about/cx-course>

**ENDS**

***Notes to the Editor:***

Interviews with The Customer Experience Company and The CX Academy are available.

***Media Enquiries:***

Louise Nealon, Louise Nealon PR, + 403 569 177, [louise@louisenealon.com](mailto:louise@louisenealon.com)

**The Customer Experience Company**

The Customer Experience Company (CEC) is a leading consultancy which specialises in guiding organisations through large scale transformations. CEC has been operating for 17 years with a dynamic team of experienced practitioners in design-thinking, empathetic research, strategy, tech-advisory, culture-change and digital transformation. CEC's core skills impact organisations by challenging, inspiring, and driving change to help people thrive in a complex and changing world.

**The CX Academy**

The CX Academy sets the professional certification standard for Customer Experience learning. The CX Academy passionately believes that an understanding of Customer Experience is fundamental to the growth and profitability of all businesses and organisations. Based in Dublin The CX Academy teaches CX online, through several universities credit-rated and industry approved courses.