idnz — THE INSTITUTE OF DIGITAL MARKETING NEW ZEALAND

CERTIFIED AGILE CX DESIGNER

Designed by agile CX specialist to the future CX designer.

BECOME MORE HIREABLE.
BECOME A CX DESIGNER

Take your CX skills to the next level
and equip yourself with agile
project management experience.

87%

OF MANAGERS WANT PRODUCT MANAGERS WITH AGILE CX & PROJECT MANAGEMENT SKILLS

With an agile project management focus, this course will empower you to become a leader in the tech industry. Your mission: transform your skills into tangible results and job-winning potential! Equip yourself with the right tools that'll make you shine in any fast-paced working environment.

WHY CX DESIGNER?

According to various salary aggregate websites, CX designers tend to have slightly higher average salaries than UX designers globally.

Do not confuse CX designer with UX designer. Read more next.

CX
Customer Experience
———
All possible interactions
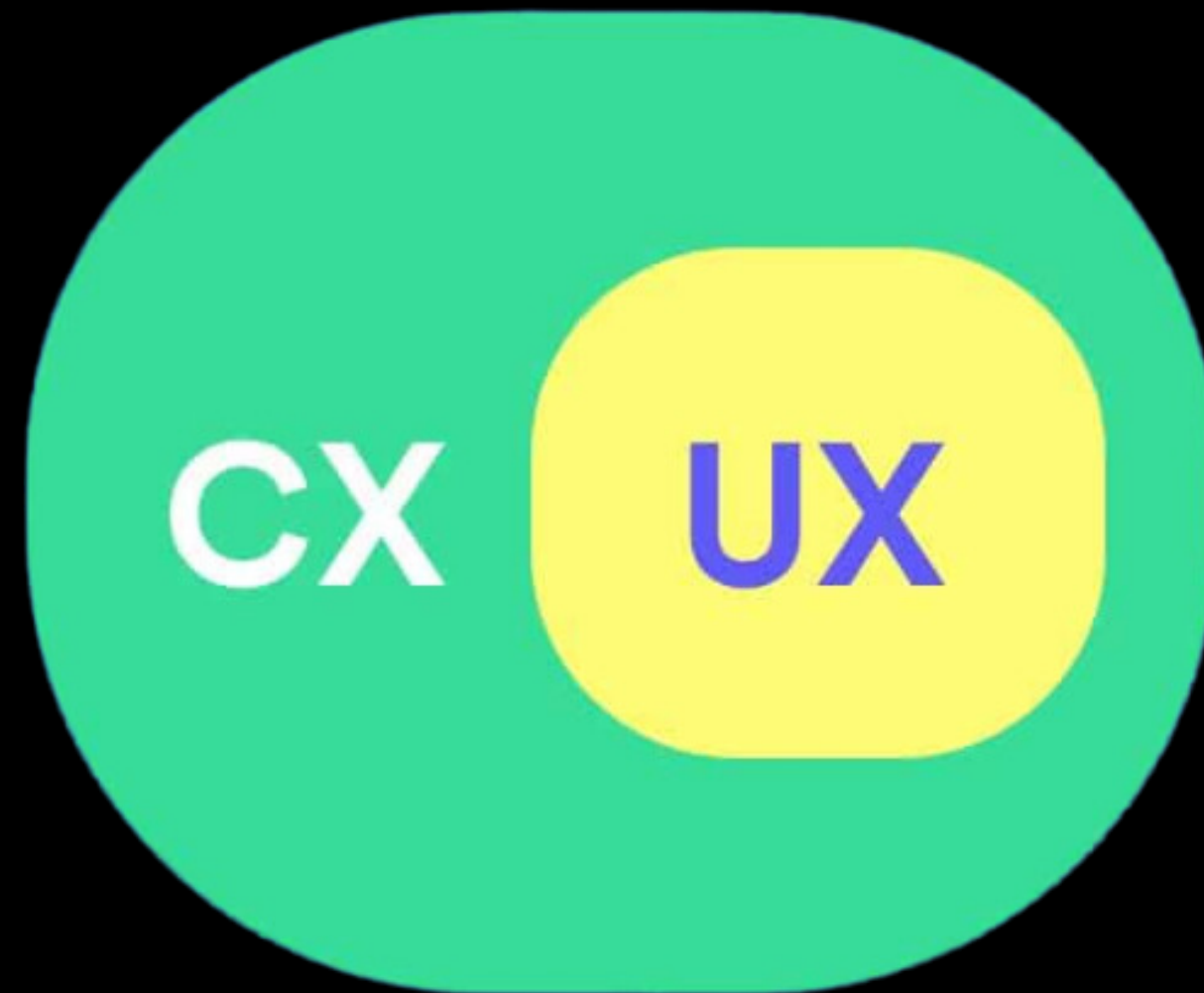
UX
User Experience
———
Website, app, product
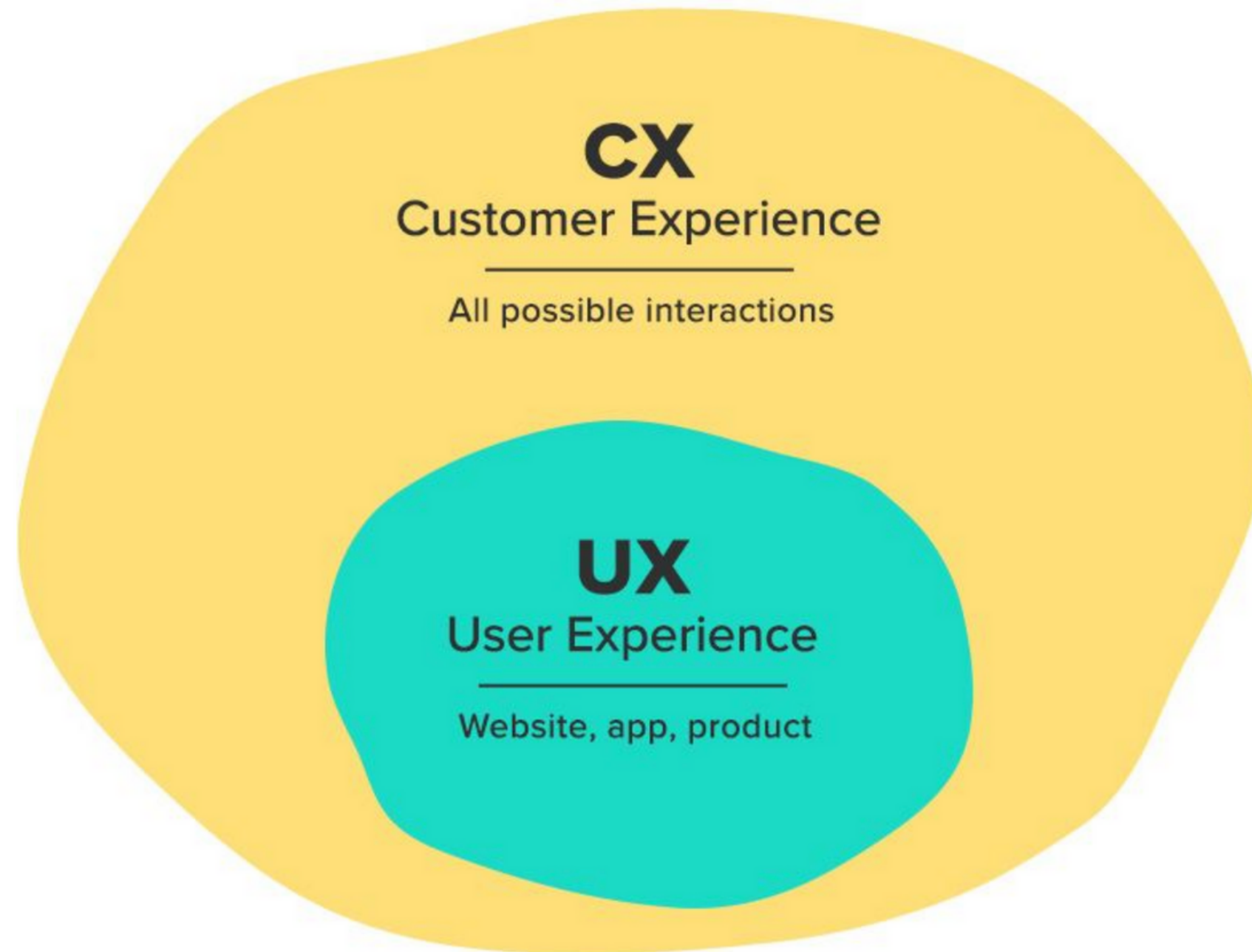
70%

of shopping, experiences revolve around customers' feelings along with the journey from being a casual onlooker to a brand promoter.
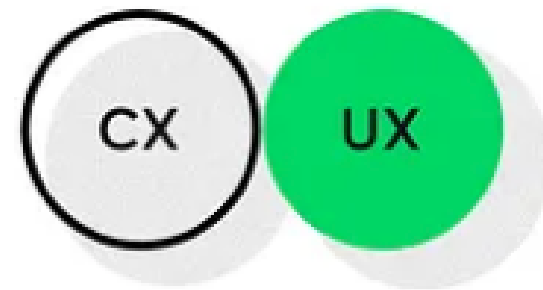
CX has become pivotal for businesses. The tech industry is evolving towards CX (customer experience) these days.
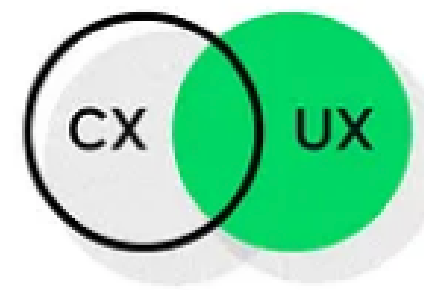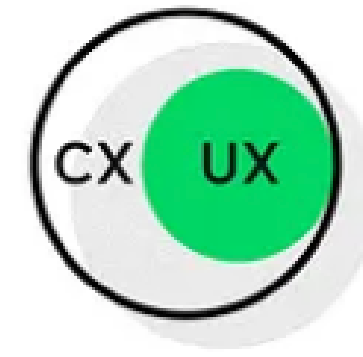
The importance of good UX and good CX

NOT THIS
CX & UX

OR THIS
CX   UX

OR EVEN THIS
CX   UX

BUT THIS
CX   UX

BECOME **INDUSTRY READY IN 10 WEEKS** WITH A REAL PROJECT

MODULE 1

THE AGILE WAY OF MANAGING A PROJECT
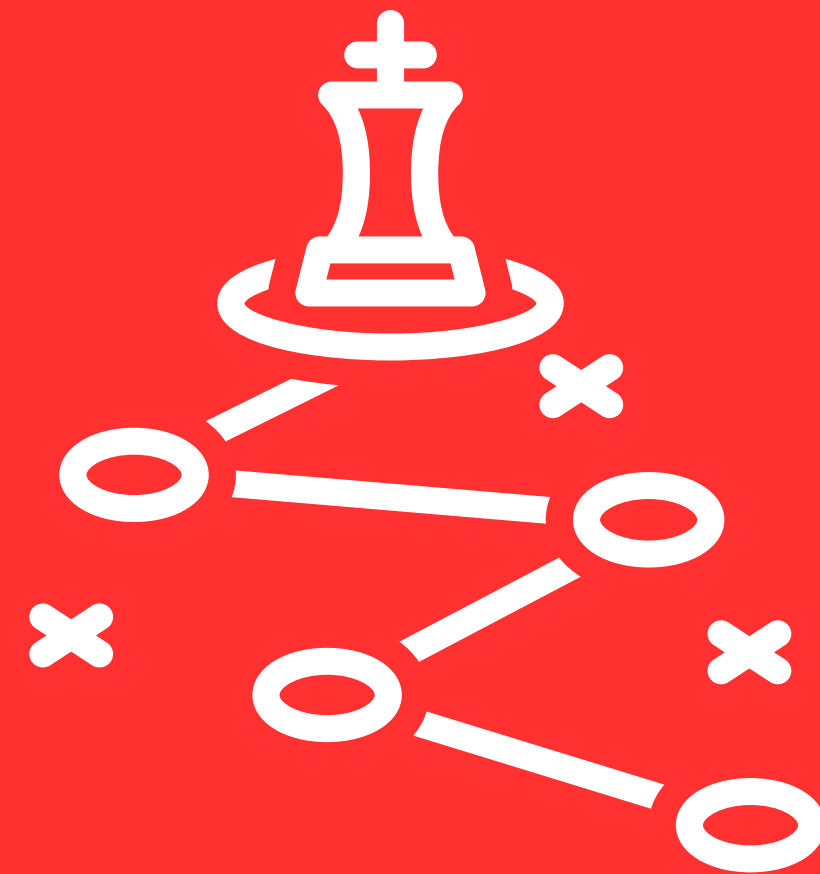
This module introduces the Agile Experience Design mindset and explores implications for agile methodology into your project.

CX STRATEGY FUNDAMENTALS

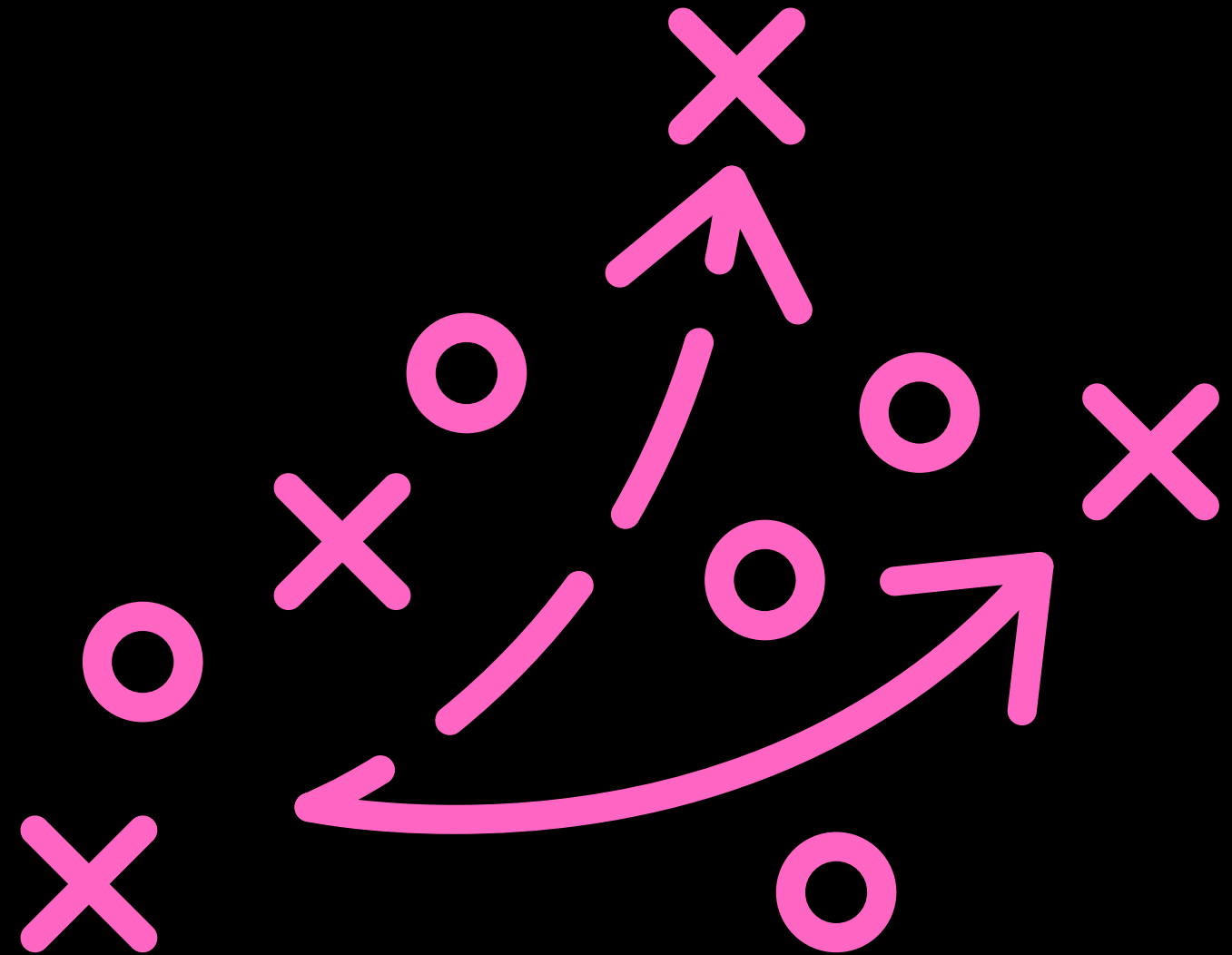This module introduces the fundamentals of CX Strategy to obtain a current view of your customers.

MODULE 3

DESIGN THINKING IN CX

This module dives into customer pain points and understanding current problems to be solved through personas, empathy & journey maps, managed through Agile Scrum framework.
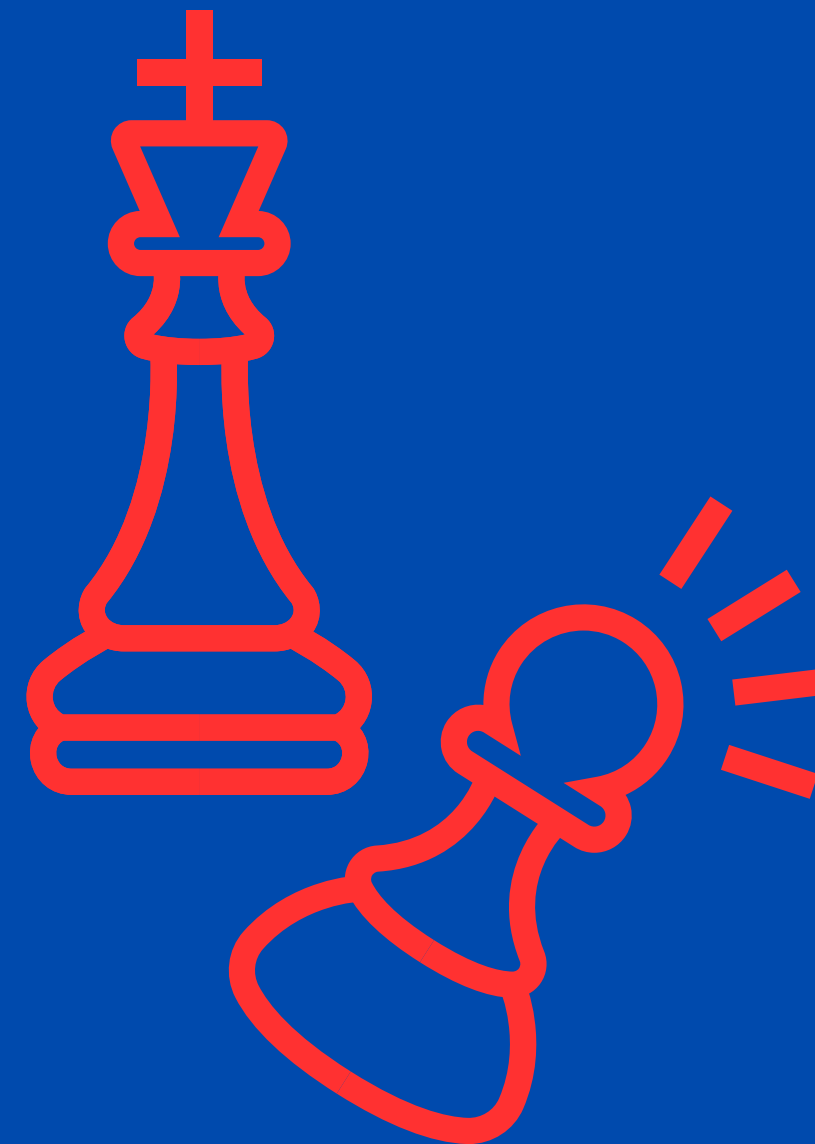
MODULE 4

CX RESEARCH

Learn how to conduct customer experience research that describes the collection and analysis of any type of data relevant to the experience your customers have when interacting with your company.

MODULE 5

IDEATION STRATEGY IN CX

This module will make you understand the core relationship between business strategy and CX.
You learn to identify opportunities to improve your CX and understand how customer trends influence your CX.

MODULE 6

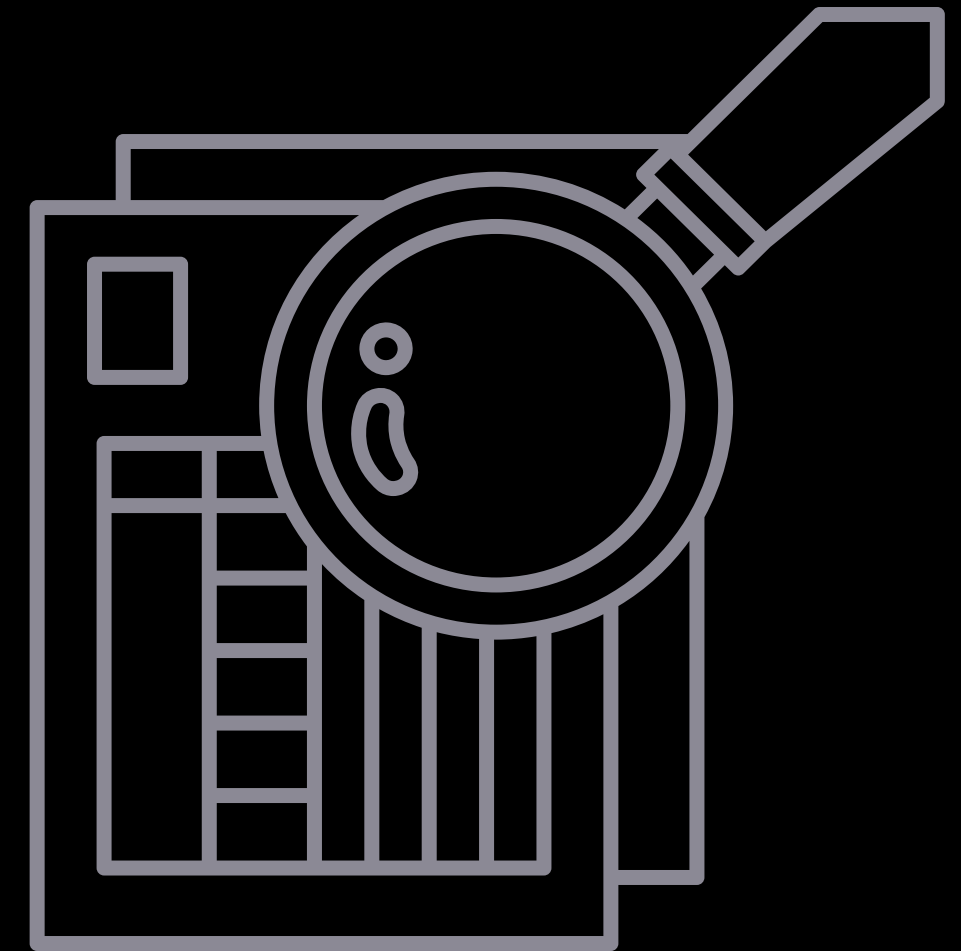## PROTOTYPING THE SERVICE EXPERIENCE

This module will construct your product and create aspirational map for your future state.

MODULE 7

TESTING & VALIDATION

This module will create and test your prototype with users.
You will be able to analyse the results to improve customer experience.

MODULE 8

MEASURE CUSTOMER EXPERIENCE AND IMPLEMENT CHANGE

The module will make you understand common real-time metrics to measure success of your CX strategy. You will create a change management approach to roll out your CX strategy.

MODULE 9

COLLABORATION & EMERGING CX

This module you will identify opportunities for continuous improvement of your CX strategy. Learn to explore future and emerging CX trends into UX design, service design, and brand experience.

MODULE 10

GETTING HIRED – FINAL PROJECT & PITCHING

You will submit your final project and have a play back to your mentor or project stakeholder.

CONTACT US

idnz

**THE INSTITUTE OF
DIGITAL MARKETING
NEW ZEALAND**

LEARN WHAT ACTUALLY WORK

WWW.ID.AC.NZ

Contact us at:
godigital@id.ac.nz
09-8709191