# Committed to
# Ensuring the Quality of Tools and Methods
# in Customer Centricity

## Customer Institute Certifications

Customer Institute
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**Customer**
Institute

# About the Customer Institute

The Customer Institute is an independent not for profit organization. Our directors collectively represent hundreds of years of expertise in managing Customer Experience across financial services, retail, hospitality, industrial production, transport, and other industries from around the world.

Our global presence provides for a non-biased view of customer centricity and excellence in CX. We incorporate the latest in best practices from around the globe in our certification programs.

# Certifying Excellence

Organizations everywhere need to trust the trainings, tools, and methods applied while improving their customer centricity.

Our certifications of individual tools or complete programs help to create such trust and provide a solid foundation for every customer centricity initiative. The internationally renowned experts on our board of directors serve on our certification teams and lend their expertise to making sure your method, tool, or program meets the latest industry best-practices.

# Certification Examples

The Customer Institute currently certifies tools and methods used to improve customer centricity in organizations. Examples include:

**Frameworks**
Frameworks of customer experience used to build a customer centricity strategy

**Trainings**
e.g., CX masterclasses or other related trainings

**Technologies**
e.g., tools to manage a VoC program or a customer journey mapping solution

**ROI Methods**
e.g., calculation methods or tools to predict the return-on-investment for customer experience improvements

**Processes**
e.g., a voice-of-the-customer automation documentation or an industry best-practice roadmap of how to implement a CX program

# The Right Benefit for You

All audiences share significant benefits when winning Customer Institute certification.

**The certification process is an enabler to advancing the maturity of your customer centricity**

**Expert insights from the Customer Institute Certification Board advising you how to further improve**

**A world-recognized certification increases your credibility and presents better marketing opportunities**

**The Customer Institute displays your work globally as best practice in the field of customer centricity.**

In a highly competitive environment, having an independent certification for your tools & methods stands you apart from the competition and ensures a higher conversion potential for prospects.

## Consulting Companies and Training Organizations

Gaining certifications for the training courses, tools, and methods you use in your work will help you gain credibility with your clients. In a crowded market this is an effective way to create trust in your approaches and tools

## CX Tech vendors

Customer Experience Management needs the right platform in place. Help your potential clients to identify your solution as profound, suitable, and in line with industry best practices with a Customer Institute certification for your product.

## Commercial Organizations and the Public Sector

Government agencies, healthcare providers, and organizations across all industries can showcase their customer centricity efforts and successes by applying for Customer Institute certification.

## Award Organizers

The Customer Institute endorses awarding special recognition to the heroes in CX. We certify award organizations' processes and helps candidates pick the right awards to apply for to get the recognition they deserve for true customer centricity.

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# Intellectual Property and Confidentiality

Your know-how and expertise are safe with the Customer Institute. The Customer Institute and its review board do not acquire any form of intellectual property in the certified material. The material remains your sole intellectual property.
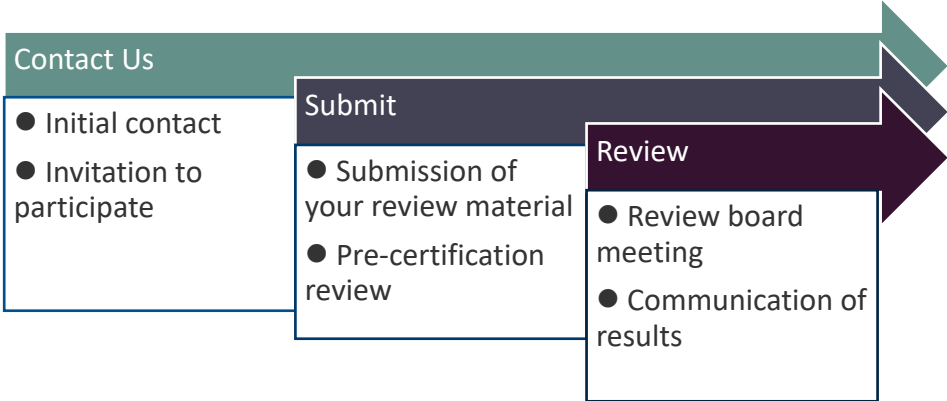
# Certification Validity

The Customer Institute certifications are valid **worldwide** (unless prohibited by law). The certifications are **valid for two years** beginning from the date of certification.

At the end you're your certification's validity, you can either remove all references to the Customer Institute certification from your publicly facing assets, or you can benefit from **attractive discounts for a streamlined re-certification** of your material to make sure it still meets current industry best practices.

# How to gain Certification

The Customer Institute certification follows an objective 3-step process underpinned by a robust scoring methodology.

**Contact Us**
- Initial contact
- Invitation to participate

**Submit**
- Submission of your review material
- Pre-certification review

**Review**
- Review board meeting
- Communication of results

Contact us

In your **initial enquiry** just send us a short description of your tool, method, or training (**certifications@customer-institute.org**) to determine its eligibility for certification by the Customer Institute's board of directors.

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If your tool is eligible for certification, we will reach out with confirmation, a quote for the certification fee, as well as an **invitation code** to upload your material to our system for review.

## Submit

You are now free to submit your **material to our system** with the help of detailed instructions on how and what to submit. We also offer an optional **pre-certification call** to make sure everything is complete and looking good.

## Review

At the agreed time you will present your material to the Customer Institute **review board in a 1-2-hour virtual session**. The reviewing directors will have pre-read your material and will score the material for

1. Contribution to industry practices in customer centricity
2. Fitness for purpose & use
3. Reliability & accuracy
4. Sustainability & repeatability

A few days after the certification meeting, we will inform you of the **outcome of the certification process** and provide you with a detailed report of the scoring as well as improvement suggestions.

If the certification has been awarded, you receive will an electronic certificate and badge. We will then reference your tool or method on the Customer Institute's website unless you prefer not to be listed.

# Certification Fees

Fees for a Customer Institute certifications depend on:

- The quantity of methods, tools, or trainings (**singe** or **multi-program**)
- Whether it is an **initial** certification or **re-certification**.

The following summarizes the Customer Institute's fee structure:

| Certification Quantity | Initial Certification (valid for 2 years) | Re-Certification Fee (valid for 2 years) |
|---|---|---|
| One single Customer Centricity related tool or method | 4.500 Euro | 3.500 Euro |
| A program of at least two tools or methods | 7.000 Euro | 5.500 Euro |

## An open word about passing or failing

**Please note that the initial certification fee is not dependent on the outcome of the certification process.**

If the Customer Institute review board rejects the certification, we will provide you with a detailed report on where the material does not meet the certification criteria.

In such cases you can benefit from a discounted rate of 1,500 Euro (single) or 2,500 Euro (multiple) for a rerun of your certification within 3 months of the initial certification attempt.

# Contact Us

Have we left any of your questions unanswered? Then please let us know and contact us at **certifications@customer-institute.org**

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