

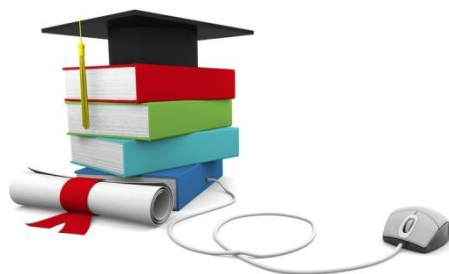
Press Release

FOR IMMEDIATE RELEASE – November 1, 2012

Contact: Joanna Kelly, Marketing Manager, Beyond Philosophy
Jo.Kelly@beyondphilosophy.com

Phone: Atlanta: +1-678-638-6162 or London: +44 (0)207 917 1717

Beyond Philosophy launch the Customer Experience Management Certification Program Thursday December 6, 2012



Learn from the world's leading experts on Customer Experience

Are you one of the growing numbers of Customer Experience professionals? Have you been given the task of 'improving your Customer experience'? What do you do? What are the problems and pitfalls? Do you want recognition that shows you have been professionally trained and carries weight with employers? Are you looking for career progression and development? Who better to help you than the world's experts on the Customer Experience?

The Practical Solution: As one of the world's first Customer Experience consultancies and the authors of [four international bestselling books](#), having helped thousands of people improve their Customer Experience since 2002. Beyond Philosophy are pleased to offer the [Customer Experience Management Certification Program](#) which is conducted through a series of webinars. This is a practical solution to overcome limited budgets, time constraints and also offered for convenience, in ten, one hour webinar training modules led by the team of Beyond Philosophy's very own Customer Experience experts.

Beyond Philosophy to Reveal Customer Experience Secrets: Having developed many models, templates and self assessments that enable organizations to improve their Customer Experience, those wanting to participate in the Customer Experience Management Certification (CEM) program will be fortunate enough to use &

put such theories into practice during the course. Beyond Philosophy will also reveal a number of secrets that are not publicized worldwide.

Responsible for the design and implementation of customer experience strategies?

The main purpose of the Customer Experience Management Certification (CEM) program is to demonstrate how to successfully improve an organization's Customer Experience. It is designed for all Customer Experience professionals, newly appointed or having been in the role for a number of years, who are responsible for the design and implementation of the customer experience within the organization.

Great opportunity to become an accredited Customer Experience Practitioner, Professional or Expert:

The CEM certification program has three levels of achievement; Practitioner, Professional & Expert. Each stage allowing participants to earn a certificate by undertaking the CEM training, fulfilling the course requirements and receiving a passing grade on the online examination.

Beyond Philosophy to aid career progression: Beyond Philosophy are keen to give Customer Experience professionals worldwide; the opportunity to gain recognition for becoming professionally trained on the subject of Customer Experience. Obtaining a professional certificate, that can improve a C.V, career development and progression.

Free Trial: With the launch of the CEM Certification Program, Beyond Philosophy is offering a free trial; 2 free webinar modules, giving the participants the opportunity to try the course without a cost.

Visit [Beyond Philosophy](http://www.beyondphilosophy.com) for more details.

Beyond Philosophy

Founded in 2002, Beyond Philosophy is a leader in helping organizations to create deliberate, emotionally engaging Customer Experiences that drive value, reduce costs and build competitive advantage. Specializing in strategic consultancy services, custom research, training and education, the company's thought leaders have also pioneered new methods of analyzing both the rational and emotional sides of the Customer Experience. Beyond Philosophy's four internationally bestselling books – *Building Great Customer Experiences*; *The DNA of Customer Experience*; *Revolutionize Your Customer Experience*; and *Customer Experience: Future Trends and Insights* – are available through the company's website or through any bookseller.

Beyond Philosophy maintains offices in Atlanta, Georgia and London, England. Additional information can be found at www.beyondphilosophy.com.

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