

# XM Professional Certification Handbook



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# Why We Created the XMP Certification

We created XM Professional (XMP) Certification because we really care about the XM profession!

XM Institute's mission is to...

*Build a thriving global community of XM professionals who are empowered and inspired to radically improve their organization's ability to deliver breakthrough experiences.*

XMP Certification is a key ingredient in helping us achieve that mission. XM is a rapidly growing area of focus around the world, which means that there will be increasing demand for XM professionals who can successfully define and lead XM programs. The XMP propels the growth of these key people in three ways, as it:

1. Establishes the “XM Profession,” by defining a clear domain of XM expertise
2. Recognizes and celebrates the people who are mastering the XM discipline
3. Motivates people to enhance their XM skills and aspire to become XM Professionals

We look forward to XM professionals around the world proudly displaying their XMP credential!



[Visit the XMP Certification Site](#)

## How the XMP Certification Works

The XMP Certification is open to anyone with real-world experience managing one or more core experiences of business - customer, employee, product, or brand – and has had primary responsibilities that cut across the six XM competencies. Applicants with a four-year undergraduate degree must have three years of full-time XM work experience. Individuals without a four-year degree will require 5 years of full-time work experience in XM.

Qualified candidates can pay a \$595 fee and sit for the XMP Certification exam, which is administered through our online proctoring partner. The exam, which is an 80-question multiple-choice test, covers an applicant's knowledge across the four areas of the XMP Certification Blueprint, which you can see below. To earn an XMP Certification, candidates will need to correctly answer at least 70% of the questions. If candidates don't meet that level, then they can retake the exam for a \$195 fee.

An XMP certification will be valid for two years from the exam pass date. During that time, certified XMPs will be expected to demonstrate a continuing commitment to growing their expertise and staying current on new developments and trends within the profession.

## XMP Certification Blueprint

At the heart of the XMP certification is the certification blueprint. This defines the domains of XM expertise that XM professionals are required to master. We've also listed below the weighting of those domains within the certification exam. There are four XM Domains, broken down into 17 topics (covered later in this handbook).

- **Domain 1: Understanding Human Experiences (15% of exam).** XM is focused on understanding and catering to the needs of people. To master XM, professionals need to understand how human beings make decisions and respond to experiences. The key topics in this domain are *experience processing*, *behavioral science*, and *research methods*.
- **Domain 2: XM Foundations (15% of exam).** XM professionals need to know what XM is all about. This domain is about understanding the core structure and underlying elements of XM. The key topics in this domain are *XM as a discipline*, *organizational culture*, and *technology as an enabler*.
- **Domain 3: XM Competencies (50% of exam).** To implement XM, professionals need to master a set of skills. This domain covers six distinct XM competencies. The key topics in this domain are *leading a multi-year transformation program*, *realizing value from XM*, *activating an organization for change*, *enlightening the organization with insights*, *responding to insights with actions*, and *disrupting the status quo with design*.
- **Domain 4: Applying XM (20% of exam).** XM professionals need to deploy XM across a number of different areas. This domain covers the basic elements of different experience areas and use cases. The key topics in this domain are *Customer Experience*, *Employee Experience*, *Product Experience*, *Brand Experience*, and *XM expansion*.

You can learn more about the XMP certification, including how to apply, what resources are available to help you prepare for the exam, and what to expect when taking the exam (and more) in the following pages.

We look forward to welcoming you to the passionate community of XM professionals who earn their XMPs!

Bruce Temkin, XMP

Head of Qualtrics XM Institute  
[Visit the XMP Certification Site](#)

# Certification Overview

The Experience Management Professional (XMP) certification is a credential that recognizes an individual's professional experience and expertise in the discipline of experience management (XM). This certification covers the essential competencies required to effectively lead an organization's efforts to measure and improve the core experiences of business at both strategic and tactical levels.

The purpose of this handbook is to provide information about the XMP certification, including the key elements of the certification and the experience requirements and steps to earn the XMP designation. If you have questions about the XM Professional certification that are not answered in this handbook, please contact the XM Institute at [info@xminstitute.com](mailto:info@xminstitute.com).

## Certification Process

This section is made up of four subsections:

- Certification Prerequisites
- Complementary Certifications
- Certification Process
- Exam Accommodations

## Certification Prerequisites

The XMP certification is open to anyone, and both Qualtrics customers and non-customers may apply. To be eligible to take the exam, applicants must meet experience requirements that have been set to ensure that those pursuing the XMP certification have the practical, real-world experience of managing one or more core experiences of business: customer, employee, product, or brand. There are two prerequisite paths for taking the exam:

- If applicants have a four-year, undergraduate university degree in any field from an accredited institution, then they must also have three years of full-time XM experience (as a practitioner or consultant) in one or more core experience areas (customer, employee, brand, or product) with primary responsibilities that include execution or management of activities in each of the XM competencies:
  - Leading a transformation effort to architect and sustain an experience management program
  - Tracking and ensuring XM efforts achieve well-defined business objectives using clear set of metrics
  - Activating an organization's employees for change to achieve desired results
  - Collecting appropriate experience and operational data and provide actionable insights across the organization
  - Establishing mechanisms for an organization to prioritize and drive improvements based on insights
  - Identifying and creating experiences that differentiate an organization
- If applicants do not have a four-year degree from an accredited institution, then they must have five years or more of full-time XM experience, with primary experience as noted above.

## Complementary Certifications

If an XMP certification applicant has a certification in good standing from one of the industry-recognized organizations approved by the XM Institute, a discount will be offered on the certification fee. Industry-recognized certifications currently include:

- CXPA: Certified Customer Experience Professional CCXP
- SHRM: Senior Certified Professional SHRM-SCP
- HR Certification Institute: Senior Professional in Human Resources SPHR

XM Institute may, at its discretion, adjust the list of qualified complementary certifications. All complementary certification programs must meet these minimum requirements:

- Content tested is aligned with at least 20% of the XM Professional certification blueprint
- Experience requirements are equal or greater than the XM Professional certification
- The certification examination signifies the individual possesses the related body of knowledge, independent of a specific learning event
- Certification examination must be proctored (in-person or virtual)

## Certification Process

There are three steps to obtaining the XM Professional certification:

1. Submit Application
2. Schedule Exam
3. Complete Exam

### *Step 1: Submit Application*



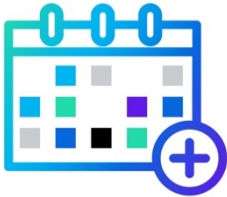
Once a candidate reviews the certification requirements and blueprint, and determines they meet the education, experience, and expertise criteria, they may submit an application to the XM Institute. Applicants should carefully review the exam blueprint and invest the necessary time to ensure they thoroughly understand and can apply each knowledge area before moving forward in the certification process. Applicants are encouraged to be thorough when completing the application as this will be the only opportunity to convey experience and expertise qualifications to the XM Institute. Please include details of your XM experience, specifically as it relates to the XM competencies outlined in the Certification Blueprint.

For individuals without a current Qualtrics account, they will need to create a free Qualtrics account in order to access the application and exam on the host platform - XM Basecamp. If necessary, to create your free Qualtrics account, go here: <https://www.qualtrics.com/free-account/>. XM Basecamp can be accessed here: <https://basecamp.qualtrics.com/>.

Once the application is submitted, applicants will be notified by email regarding the next steps. Those who meet eligibility criteria will receive instructions to register and pay for the certification exam. The **certification exam fee is \$595**.

- The XM Institute will offer a **\$95 discount** on the certification exam fee to holders in good standing of the approved experience-based domain certifications (e.g., CCXP, SHRM-SCP, SPHR). Should an individual not pass the exam on the first attempt, there will be no certification holder discount applied to the retake exam fee.

The XM Institute will audit submitted applications for accuracy and completeness. If the audit discovers that an applicant submitted any incorrect or inaccurate information, then, it can result in the loss of an applicant's right to apply for or to maintain this certification, even if it has been previously awarded. Please review the certification's Terms and Conditions for complete details [accessible at [qltrcs.co/tandc](http://qltrcs.co/tandc)].



### *Step 2: Schedule Exam*

Once the application is processed, individuals will receive instructions for registering and accessing the certification exam. Individuals will need their Qualtrics account login credentials to access the exam on the host platform - XM Basecamp.

The exam is computer-based and is virtually proctored by a third-party organization. Individuals have one chance to pass the exam per application/certification fee. Individuals who do not pass the exam on the first attempt will have the option to purchase a retake examination.

Once you have paid for the certification exam, your first step will be to schedule a time to complete the exam through the scheduling system of the virtual proctor. Instructions for how to do this will be provided through the Certification program within XM Basecamp.

The **certification retake exam fee is \$195**. There are no discounts applied to the retake exam fee. Individuals who are not successful at passing the retake exam but wish to try again at earning the XM Professional certification will be able to resubmit an application and certification fee after a minimum of 6-month waiting period.



### *Step 3: Complete Exam*

The exam process is virtually proctored by a third-party and there are specific requirements an individual must meet in order to take the exam. Specific instructions on how to ensure your technology will work will be emailed to you by the proctor organization, ProctorU. It is **strongly recommended** that you test your equipment the day before your exam, following the instructions which will be emailed to you by ProctorU.

At a high-level, the exam requirements include:

- When you begin the exam, you will need to verify your personal information with a valid ID and a picture of yourself.
- After the exam set-up process, you will need your Qualtrics account login credentials. The set-up process typically takes 10-15 minutes and is not included in the exam time limit.
- When taking the exam, you will need to:
  - Use a computer with a webcam and audio enabled
  - Meet the virtual proctor's technical requirements including downloading and installing their browser extension. These requirements include having either a Windows or Apple operating system, a Google Chrome or Firefox browser, and a high-speed internet connection.
  - Be alone in the room with no distractions for the entire duration of the exam
  - Close **all** non-exam tabs and applications on your computer before taking the exam
  - Clear your work areas of books, desk mats, and other electronic devices including headphones and mobile devices

- Disconnecting from any auxiliary monitors beyond your primary monitor.
- Not access any outside resources while taking the exam, including personal notes, online materials, or other people

You will have **2 hours** to complete the exam. You will receive your exam results by email and must **achieve a score of 70% to pass** the exam and earn your XM Professional (XMP) certification.

Be sure to thoroughly review the exam FAQs in XM Basecamp and the email from ProctorU for more specific information and instructions. Please note that if you log in 15 minutes after your scheduled appointment time, your session will be cancelled and no longer show up in your ProctorU account. If you need technical assistance you can connect with a ProctorU Live Chat Representative by logging into your ProctorU account and clicking “Need Help? Chat Now!” or by calling +1 (855) 772-8678.

## Exam Accommodations

Applicants may request an exam accommodation due to a disability or other condition that may impair their ability to take the exam. The request will be communicated to our virtual proctor who will add the specifics to your scheduled exam session. Any question or request regarding an exam accommodation can be directed to [certification@qualtrics.com](mailto:certification@qualtrics.com).

## Certification Blueprint

This certification blueprint defines the domains of expertise that are required to master experience management (XM). It also identifies the weighting of those domains in the overall scoring of the certification exam. This blueprint covers four XM Domains, broken down into 17 topics, including specific XM Institute definitions, frameworks, and models.

### Domain 1: Understanding Human Experiences (15% of exam)



XM is focused on understanding and catering to the needs of people. To master XM, professionals need to understand how human beings make decisions and respond to experiences. The key topics in this domain are:

- **Experience processing.** This topic covers the way that human beings interact with and process experiences.
- **Behavioral science.** This topic covers how people make decisions.
- **Research methods.** This topic covers the fundamental methodologies for conducting research and analysis.

### Domain 2: XM Foundations (15% of exam)



XM professionals need to know what XM is all about. This domain is about understanding the core structure and underlying elements of XM. The key topics in this domain are:

- **XM as a discipline.** This topic covers the basic components of XM, and how to treat it like a discipline.
- **Organizational culture.** This topic covers what organizational culture is and how it can either nurture or inhibit XM practices.
- **Technology as an enabler.** This topic covers how technology can be used to enable XM capabilities (it will be platform agnostic).



## Domain 3: XM Competencies (50% of exam)

To implement XM, professionals need to master a set of skills. This domain covers six distinct XM competencies. The key topics in this domain are:



- **Leading a multi-year transformation program.** This topic covers the multi-year effort required for architecting, aligning, and sustaining successful XM programs.
- **Realizing value from XM.** This topic covers tracking and ensuring that XM efforts achieve well-defined business objectives, which often requires a clear set of XM metrics.
- **Activating an organization for change.** This topic covers making sure that people at the organization – including employees, leaders, and partners – have the appropriate skills, support, and motivation to achieve desired XM results.
- **Enlightening the organization with insights.** This topic covers the process of collecting appropriate data and providing actionable insights across an organization.
- **Responding to insights with actions.** This topic covers establishing ongoing mechanisms for an organization to prioritize and drive improvements based on insights.
- **Disrupting the status quo with design.** This topic covers identifying and creating experiences that differentiate the organization.

## Domain 4: Applying XM (20% of exam)

XM professionals need to deploy XM across a number of different areas. This domain covers the basic elements of different experience areas and use cases. The key topics in this domain are:



- **Customer Experience.** This topic covers typical XM use cases in customer experience.
- **Employee Experience.** This topic covers typical XM use cases in employee experience.
- **Product Experience.** This topic covers typical XM use cases in product experience.
- **Brand Experience.** This topic covers typical XM use cases in brand experience.
- **XM Expansion.** This topic covers how to expand the use of XM across different experience areas.

## Testing Structure

A set of 80 questions will be asked in the exam. The number of questions in the exam that will be asked for each domain will be based on the weighting percentages listed in the blueprint above.

- **Scoring:**
  - Domains will be scored based on the total number of correct answers in the domain divided by the total number of questions in the domain.
  - The total score will be based on the total number of correct answers in the exam divided by the total number of questions in the exam (80).
- **Passing and reporting:**
  - Applicants pass if they receive a score of 70% or higher, otherwise, they fail.
  - Regardless of the outcome of the exam, applicants will see their overall score (%) and scores for each of the domains (%).
- **Question bank:**
  - There will be a set of at least twice as many questions for each topic as will be presented in the exam. Questions will be rotated across certification exams, so exams are differentiated from each other. All certification exam questions are confidential information and should never be shared by applicants with others in any manner.

## Exam Preparation Resources

This exam is meant to evaluate the knowledge developed by XM professionals throughout their careers. It is not meant to test an applicant's retention of a specific training course or a specific set of content. However, we recommend that applicants spend some time building up or refreshing their knowledge in areas where they may have gaps. You can use the following section to identify any specific topics you may want to focus on.



To help in the process, XM Institute has assembled a set of resources that can be accessed at [qltrcs.co/xmpresources](https://qltrcs.co/xmpresources).

An applicant can also review other books, blogs, training programs, or other resources as part of their exam preparation.

## Certification Knowledge Areas



This section provides additional detail on the knowledge areas within each of the certification blueprint's four domains. In order to prepare for the exam, the XM Institute recommends that applicants thoroughly review this handbook and the exam blueprint and knowledge areas to ensure they have the requisite knowledge about the variety of topics covered in the exam.

## Domain 1: Understanding Human Experiences

XM is focused on understanding and catering to the needs of people. To master XM, professionals need to understand how human beings make decisions and respond to experiences.

Key Topic	Essential Knowledge
<b>Experience Processing</b>	<p>This topic covers the way that human beings interact with and process experiences.</p> <p>Essential Knowledge Areas:</p> <ul style="list-style-type: none"> <li>• How human beings process experiences and the connection across expectations, perceptions, attitudes, and behaviors (XM Institute Human Experience Cycle)</li> <li>• Three dimensions of an experience success (can people achieve their desired goal), effort (is the interaction easy or hard), emotion (how does the experience make them feel).</li> <li>• How human remember experiences, including research such as Kahneman's Peak-End Rule</li> </ul>
<b>Behavioral Science</b>	<p>This topic covers how people make decisions.</p> <p>Essential Knowledge Areas:</p> <ul style="list-style-type: none"> <li>• Rational vs. intuitive thinking and their impact on decision-making</li> <li>• Common heuristics and cognitive biases that affect information processing and decision making</li> <li>• Strategies to capitalize on heuristics and cognitive biases across all modes of experiences</li> </ul>
<b>Research Methods</b>	<p>This topic covers the fundamental methodologies for conducting research and analysis.</p> <p>Essential Knowledge Areas:</p> <ul style="list-style-type: none"> <li>• Sampling approaches</li> <li>• Quantitative and qualitative research methods and best practices, including measurement types, scale design, etc.</li> <li>• Common analytical techniques and terminology</li> </ul>

## Domain 2: XM Foundations

Professionals need to know what XM is all about. This domain is about understanding the core structure and underlying elements of XM.

Key Topic	Essential Knowledge
<b>XM as a Discipline</b>	This topic covers the basic components of XM and how to treat it like

	<p>a discipline.</p> <p>Essential Knowledge Areas:</p> <ul style="list-style-type: none"> <li>● XM Institute definition of XM and XM Operating Framework</li> <li>● Essential capabilities of XM: continuously learn, propagate insights, rapidly adapt</li> <li>● Critical XM insights types</li> <li>● Standard types of experience and operational data relevant to XM use cases</li> </ul>
<b>Organizational Culture</b>	<p>This topic covers what organizational culture is and how it can either nurture or inhibit XM practices.</p> <p>Essential Knowledge Areas:</p> <ul style="list-style-type: none"> <li>● How culture manifests inside organizations</li> <li>● XM Institute's characteristics of an XM-centric culture</li> <li>● Best practices for culture transformation</li> </ul>
<b>Technology as an Enabler</b>	<p>This topic covers how technology can be used to enable XM capabilities (platform agnostic).</p> <p>Essential Knowledge Areas:</p> <ul style="list-style-type: none"> <li>● XM measurement and reporting capabilities for standard experience management use cases</li> <li>● Fundamental analytical capabilities supported by XM technologies</li> <li>● Basic data and information management practices</li> </ul>

## Domain 3: XM Competencies

To implement XM, professionals need to master a set of skills. This domain covers six distinct XM competencies.

Key Topic	Job Responsibilities and Essential Knowledge
<b>Leading a multi-year transformation program</b>	<p>This topic covers the multi-year effort required for architecting, aligning, and sustaining successful XM programs.</p> <p>Key Skills:</p> <ul style="list-style-type: none"> <li>● Defines an XM strategy based on relevant research that explicitly links XM program elements to important business and brand objectives</li> <li>● Operates a governance structure that effectively prioritizes and executes XM efforts</li> <li>● Creates and maintains program roadmap that includes objectives, methodologies, and processes for execution and measures of</li> </ul>

	<p>success for each activity stream</p> <p>Essential Knowledge Areas:</p> <ul style="list-style-type: none"> <li>● XM-specific staff roles and functions</li> <li>● Approaches for executive relationship building and engagement</li> <li>● Governance models and approaches</li> <li>● Business frameworks for strategy, planning, and budgeting</li> <li>● Project and portfolio management</li> <li>● Group facilitation and moderation</li> </ul>
<b>Realizing value from XM</b>	<p>This topic covers tracking and ensuring that XM efforts achieve well-defined business objectives, which often requires a clear set of metrics.</p> <p>Key Skills:</p> <ul style="list-style-type: none"> <li>● Works with internal stakeholders to set goals for how XM can impact business outcomes and support organization's strategic direction</li> <li>● Defines a core set of XM metrics and sets realistic targets based on their influence on desired business outcomes.</li> <li>● Reviews and adjusts XM program to ensure that it delivers on the forecast value and refines goals based on metrics performance, new learnings, and changing market conditions and business requirements</li> </ul> <p>Essential Knowledge Areas:</p> <ul style="list-style-type: none"> <li>● Standard XM metrics, both experience and operational</li> <li>● Standard business and financial metrics and analysis</li> <li>● Approaches to quantify business impact and ROI of XM</li> <li>● Communication strategies for metrics, ROI, and business value to assorted stakeholder audiences</li> </ul>
<b>Activating an organization for change</b>	<p>This topic covers making sure that people at the organization - including employees, leaders, and partners - have the appropriate skills, support, and motivation to achieve desired XM results.</p> <p>Key Skills:</p> <ul style="list-style-type: none"> <li>● Defines a clear communication plan that engages senior leaders, middle managers, and individual contributors, along with partners, around the changes happening to them and what change is required from them</li> <li>● Identifies and maintains a list of key XM capabilities that the organization needs to master internally and partners with internal and external entities for training and support to build and enhance key internal capabilities</li> <li>● Proactively ensures employees are able to utilize XM insights and adopt XM-centric behaviors with targeted training, coaching, and</li> </ul>

	<p>tools</p> <p>Essential Knowledge Areas:</p> <ul style="list-style-type: none"> <li>• Internal and external marketing and communication strategies</li> <li>• Employee engagement strategies</li> <li>• Culture change strategies</li> <li>• Knowledge management and sharing best practices</li> <li>• Reward, recognition, and incentive design and development</li> <li>• Organizational motivation concepts and strategies</li> </ul>
<b>Enlightening the organization with insights</b>	<p>This topic covers the process of collecting appropriate data and providing actionable insights across an organization.</p> <p>Key Skills:</p> <ul style="list-style-type: none"> <li>• Works with relevant teams on data governance and integration of experience data and operational data across systems and tools</li> <li>• Applies robust and methodologically sound approaches for monitoring experiences by collecting both structured and unstructured data using a variety of mechanisms.</li> <li>• Analyzes quantitative and qualitative insights to quickly identify problems and opportunities for improvement.</li> <li>• Disseminates insights at regular intervals through appropriate methods and channels to support decision-making and operational cadences of the organization</li> </ul> <p>Essential Knowledge Areas:</p> <ul style="list-style-type: none"> <li>• Quantitative and qualitative research methodologies</li> <li>• Analysis and interpretation of quantitative and qualitative data</li> <li>• Basic understanding of analytical tools such as text analytics, speech analytics, and predictive analytics</li> <li>• Approaches to data integration (how experience and operational data work together)</li> <li>• Standard data and information management requirements (data quality, confidentiality, security, appropriate use)</li> <li>• Best practices for data visualization and reporting to various stakeholder groups</li> <li>• Applying XM technologies to enable and scale data collection, analysis, and distribution</li> </ul>
<b>Responding to insights with actions</b>	<p>This topic covers establishing ongoing mechanisms for an organization to prioritize and drive improvements based on insights.</p> <p>Key Skills:</p> <ul style="list-style-type: none"> <li>• Establishes systems and processes to identify immediate problems and respond to individuals, when appropriate, and trains employees on how to deliver positive follow-up experiences</li> <li>• Maintains a cross-functional process to evaluate, prioritize, and</li> </ul>

	<p>take action on enterprise trends and issues uncovered through experience monitoring, based on XM impact and business priorities</p> <ul style="list-style-type: none"> <li>• Works with senior executives to incorporate reviews of XM insights and metrics as explicit part of criteria when making large-scale strategic decisions</li> <li>• Works with relevant teams to embed XM insights in systems and processes, including product development, lean/six sigma, enterprise transformation, marketing/sales, and human resources (HR)</li> </ul> <p>Essential Knowledge Areas:</p> <ul style="list-style-type: none"> <li>• Root cause analysis approaches</li> <li>• Prioritization processes</li> <li>• Cross-functional collaboration and change management</li> <li>• Continuous improvement and process redesign approaches</li> <li>• Organizational awareness of internal systems and tools related to core internal processes</li> </ul>
<b>Disrupting the status quo with design</b>	<p>This topic covers identifying and creating experiences that differentiate the organization.</p> <p>Key Skills:</p> <ul style="list-style-type: none"> <li>• Uses repeatable approaches for identifying both incremental and radical opportunities to improve experiences</li> <li>• Uses a defined, repeatable user-centric experience design process which is understood by the people and teams who design new experiences</li> <li>• Follows repeatable processes to ensure that new experiences successfully launch and work consistently as expected in their full operational settings</li> </ul> <p>Essential Knowledge Areas:</p> <ul style="list-style-type: none"> <li>• Design thinking approaches</li> <li>• Standard experience design tools and techniques</li> <li>• Journey mapping and persona development</li> <li>• Process improvement and change management</li> </ul>

## Domain 4: Applying XM

XM professionals need to deploy XM across a number of different areas. This domain covers the basic elements of different experience areas and use cases.

Key Topic	Essential Knowledge
<b>Customer Experience</b>	This topic covers designing XM efforts for customer experience (CX)

	<p>use cases and building CX maturity.</p> <p>Key Skills:</p> <ul style="list-style-type: none"> <li>● Designing programs for CX-specific use cases such as customer care, distributed locations, B2B account management, and digital channels</li> <li>● Designing CX programs for relationship monitoring</li> <li>● Incorporating voice of the employee into CX programs</li> </ul> <p>Essential Knowledge Areas:</p> <ul style="list-style-type: none"> <li>● Distinctions in CX across B2C and B2B</li> <li>● Pros and cons of typical CX metrics such as NPS</li> <li>● CX maturity stages and typical evolution paths</li> <li>● Basic customer service, sales, and marketing terminology</li> <li>● Economics of CX efforts</li> </ul>
<b>Employee Experience</b>	<p>This topic covers designing typical XM efforts for employee experience (EX) use cases and building EX maturity</p> <p>Key Skills:</p> <ul style="list-style-type: none"> <li>● Designing programs for specific EX uses cases such as employee 360 programs, employee lifecycle events, and always-on listening.</li> <li>● Designing of employee engagement programs</li> <li>● Incorporating always-on employee listening into EX programs</li> <li>● Integration of EX programs with typical HR processes</li> </ul> <p>Essential Knowledge Areas:</p> <ul style="list-style-type: none"> <li>● Distinctions in employee engagement across different types of employees (e.g., knowledge economy vs. blue collar, unionized environments, tethered/outsourced, contractors/"gig" economy workers)</li> <li>● Pros and cons of typical EX metrics</li> <li>● EX maturity stages and typical evolution paths</li> <li>● Basic HR terminology</li> <li>● Economics of EX efforts</li> </ul>
<b>Product Experience</b>	<p>This topic covers designing typical XM efforts for product experience (PX) use cases and building PX maturity</p> <p>Key Skills:</p> <ul style="list-style-type: none"> <li>● Designing programs for PX-specific use cases such as feature prioritization, product/concept and pricing testing, and product feedback for optimization and/or innovation</li> <li>● Integration of PX into product development and launch processes</li> </ul> <p>Essential Knowledge Areas:</p>



	<ul style="list-style-type: none"> <li>• Needs for XM across entire product lifecycle</li> <li>• Pros and cons of typical PX metrics</li> <li>• PX maturity stages and typical evolution paths</li> <li>• Innovation research methods (e.g., attitudes and usage research, needs analysis, product/concept testing, product optimization, feature prioritization, pricing)</li> <li>• Basic product management terminology</li> <li>• Economics of PX efforts</li> </ul>
<b>Brand Experience</b>	<p>This topic covers designing typical XM efforts for brand experience (BX) use cases and building BX maturity.</p> <p>Key Skills:</p> <ul style="list-style-type: none"> <li>• Designing programs for BX-specific use cases such as monitoring brand health; tracking marketing/advertising effectiveness; pre-testing brand marketing, experiences, and messaging; and identifying and targeting groups for experiences</li> <li>• Integrating BX programs with marketing and advertising processes</li> </ul> <p>Essential Knowledge Areas:</p> <ul style="list-style-type: none"> <li>• Pros and cons of typical BX metrics</li> <li>• BX maturity stages and typical evolution paths</li> <li>• Basic marketing and advertising terminology</li> <li>• Economics of BX efforts</li> </ul>
<b>XM Expansion</b>	<p>This topic covers how to expand the use of XM across different experience areas.</p> <p>Key Skills:</p> <ul style="list-style-type: none"> <li>• XM Institute XM Expansion and Diffusion Cycle models</li> <li>• Building a common approach to XM across experience areas</li> <li>• Identifying appropriate areas to expand the use of XM</li> <li>• Evangelizing the value of XM across experience areas</li> <li>• Overcoming obstacles to expanding use cases across experience areas and functional areas</li> </ul> <p>Essential Knowledge Areas:</p> <ul style="list-style-type: none"> <li>• Organizational change models</li> <li>• Common obstacles to expanding use cases across experience areas</li> <li>• Interactions between experiences areas, such as the link between CX &amp; EX or the influence of BX on EX</li> </ul>

# Sample Exam Questions

In order to provide an understanding of what to expect on the exam, we have provided the following sample questions. Please note that the XMP certification exam uses a bank of questions that cover the breadth of each domain, so these questions are not fully representative of those content areas.

## Understanding Human Experiences

1. What is the connection between attitudes and expectations?
  - A. Attitudes influence a person's future expectations for experiences
  - B. Attitudes are the result of a person's expectations about an experience
  - C. Attitudes and expectations are not connected, except in rare circumstances.
  - D. As expectations about experiences change, so do attitudes
2. Which of the following situations would be best suited for a factor analysis?
  - A. To understand what affects overall employee engagement
  - B. To understand which groups of customers think or behave similarly
  - C. To simplify our understanding of lots of variables in a data set
  - D. To predict which people like our brand messages

## XM Foundations

3. What is the most important role of XM professionals within an organization?
  - A. Measure and track key XM metrics and share the results with senior leaders
  - B. Design and deploy well-designed surveys that are used across the company
  - C. Lead experience design efforts
  - D. Propel XM capabilities and mindsets across different groups
4. Which of the following best describes the analytics capabilities that an XM platform should be able to provide?
  - A. Simple analytics
  - B. Analytics only for data scientists
  - C. Advanced analytics made easy to use
  - D. Limited analytics to keep people from being confused

## XM Competencies

5. If an organization wanted to measure the value of improving experiences, which of the following likely combination of experience data and operational data would you recommend they use?
  - A. Volume of negative reviews on Yelp by region
  - B. Satisfaction with the employee onboarding experience by turnover rate
  - C. Overall satisfaction by specific product features
  - D. Company pricing model compared to competitor's pricing models
6. If an organization is just beginning to focus on XM, which of the following approaches would you recommend as the best approach for them to take with their program roadmap?
  - A. Start slowly and show the value of actionable insights
  - B. Develop dashboards for all departments
  - C. Train the entire organization on XM
  - D. Build a large XM team

## Applying XM

7. What is the value of a 360-review process?
  - A. It provides an anonymous way for people to give feedback to company leaders

- B. It eliminates the possibility of misinformed or biased feedback
  - C. It makes promotion decisions more subjective
  - D. It provides a broader view of an employee's strengths and weaknesses
8. Which of the following describes the categories of human factors that lead to brand affinity?
- A. Cognitive, emotional, language, and action
  - B. Preference, reach, selection, and retention
  - C. Price, promotion, place, and product
  - D. Design, execution, message, and frequency

Answers: 1 - A; 2 - C; 3 - D; 4 - C; 5 - B; 6 - A; 7 - D; 8 - A

## Maintaining Your Certification

The XMP certification will be valid for two years from the date the exam was passed. During that time, certified XMPs will be expected to demonstrate a continuing commitment to growing their expertise and staying current on new developments and trends within the profession.

To maintain certification, an XMP will be expected to complete 20 hours of professional development in the form of XM education or XM community support, with no more than 10 hours from any one of the categories defined below. The XMP recertification application will ask for a listing of these activities and related hours of participation.

The XMP recognizes five categories of professional development activities:

- **Attended Training** - Attended a training course that primarily focused on experience management or at least one of the four experience domains (customer experience, employee experience, product experience, or brand experience). Only the time spent in the training course counts for the professional development hours, preparation and homework time do not count. This training can be hosted by an external group, part of an industry conference, or provided by your own company.
- **Delivered Training** - Delivered a training course that primarily focused on experience management or at least one of the four experience domains (customer experience, employee experience, product experience, or brand experience). This training can be hosted by an external group, part of an industry conference, or provided by your own company. Only the time spent delivering the training counts for the professional development hours, preparation time does not count.
- **Attended Webinar or Speech** - Attended a webinar or speech that primarily focused on experience management or at least one of the four experience domains (customer experience, employee experience, product experience, or brand experience). This session can be hosted by an external group, part of an industry conference, or provided by your own company.
- **Delivered Webinar or Speech** - Delivered a webinar or speech that primarily focused on experience management or at least one of the four experience domains (customer experience, employee experience, product experience, or brand experience). This session can be hosted by an external group, part of an industry conference, or provided by your own company. Only the time spent delivering the webinar or speech counts for the professional development hours, preparation time does not count.

- **Supported the XM Community** - Provided volunteer guidance or support to an organization that is focused on propelling the XM profession, such as XM Pros. This can include time spent as part of an advisory group, planning committee, or board of directors.

Additionally, XMPs will be asked to write a brief, but compelling reflection on what they learned over the past two years and how it has advanced their professional capabilities. This reflection must be at least 500 characters in length.

XMPs will be notified of their upcoming renewal date via email. When they are ready to submit their application, they can do so here: <https://basecamp.qualtrics.com/page/xm-professional-recertification>. There is a **recertification fee of \$195**. Upon successful recertification, XMPs will receive updated certificate and digital badge credentials valid for another two years.

The XM Institute will audit submitted recertification applications for accuracy and completeness. If the audit discovers that an applicant submitted any incorrect or inaccurate information, then, it can result in the loss of an applicant's right to apply for or to maintain this certification, even if it has been previously awarded. Please review the certification's Terms and Conditions for complete details [accessible at [qltrcs.co/tandc](https://qltrcs.co/tandc)].

## Certification Principles and Policies

XM professionals who earn their certification from the XM Institute are part of an exclusive group of individuals who have demonstrated the experience and expertise required to attain certification. As such, it is critically important that they represent the high standards such a credential implies within the broader population of Experience Management practitioners.

Upon applying for the XMP certification, an individual agrees to be bound by its governing terms and conditions [accessible at [qltrcs.co/tandc](https://qltrcs.co/tandc)].

As a candidate for the XMP certification, individuals will be expected to adhere to rules and regulations as determined by the XM Institute or any third party authorized by Qualtrics to administer the exam. This includes not engaging in any misconduct in connection with the exam, as outlined in the Terms and Conditions, including:

- Receiving or providing unauthorized assistance
- Submitting work that is not one's own
- Possessing or using unauthorized materials during the exam
- Failing to adhere to testing policy, procedures, or directions
- Falsifying one's identity or identify documents or misusing any username or testing identification number
- Receiving or viewing the content of any certification exam that has been distributed in violation of the terms and conditions

All certification exams are confidential information and should never be documented in any manner or shared with others.

Certified XM Professionals agree to conduct their activities in a professional and competent manner while complying with all applicable laws and regulations. Certified XM Professionals will not misrepresent or embellish their relationship with the XM Institute and Qualtrics and not engage in any illegal, false, or deceptive practices.

Individuals who violate any of the Terms and Conditions or who provide false, misleading, or incorrect information in connection with their application or certification may lose all certifications and associated fees related to the XM Professional certification.

If you have additional questions about the certification that are not addressed within this handbook or the information provided in XM Basecamp, please contact [info@xminstitute.com](mailto:info@xminstitute.com).

***Good luck on your journey to earning your  
XM Professional (XMP) certification.***

[Visit the XMP Certification Site](#)

This is v1.4. This document was updated on September 22, 2022.