

New Digital Customer Experience Competency

Based on market changes, the AWS Competency team is in the process of re-launching the Marketing and Commerce Competency with new requirements, benefits, and a new name, the Digital Customer Experience Competency (DCX).

The purpose of this document is to:

- 1) Provide you with details on the re-launch of the Competency
- 2) Provide an APN Partner profile for the New Competency
- 3) Introduce the new Competency categories
- 4) Provide instructions on how to apply for the new Competency

About The Re-Launch

In today's competitive business environment nothing matters more than how a customer values your relationship with them. They want to be engaged in a personalized, meaningful way that shows that your organization understands who they are and what they want. Digital Customer Experience solutions powered by AWS give organizations the infrastructure, storage, availability, advanced analytics, and decision making capabilities to leverage valuable data assets, to deliver the most meaningful customer experiences.

Who Should Apply

DCX solutions globally strive to allow organizations to leverage their most important asset, customer data, to drive personalized and relevant messaging to capture the attention of the customer to convert them to becoming a buyer. If your organization supports any phase of the digital customer acquisition and retention life cycle including: content management and marketing automation to engage prospects and customers with the right experience, effective and secure commerce solutions to create seamless buying experiences, and data analytics solutions to support decisions and retain customers then this would be a Competency for you to achieve.

New Competency Categories

The SI definition is as follows:

SI:

- Digital Agencies, Application Hosting and Customer Experience System Integrators: Service and hosting organizations that specialize in marketing and commerce and offer strategy,

deployment, and/or hosting capabilities that greatly accelerate digital initiatives while delivering greater ROI and reducing the burden on IT resources.

How to Apply

APN Partners interested in becoming a Competency launch Partner must email sanacor@amazon.com for a copy of the new application.

Please [Click HERE](#) to review the DCX Consulting Validation Checklist to familiarize yourself with the criteria necessary to achieve the designation under the AWS Competency Program. It is expected that APN Partners will review this document in detail before submitting an application for the AWS Competency Program.

If you have any questions, please contact the Digital Customer Experience Program Manager [Sana Cordeaux](#).