



What's Buzzing in CX World This Month?

At a time when the credibility of some organisations certificated credentials regarding their CX and EX performance this month's Buzz shamelessly looks at a new global service from the ICXI group. That service is

INTELLIGENCE CERTIFICATION SERVICES INTERNATIONAL- ticsi.com

TICSI separates the awarding of a certification from the selling of one — a structural safeguard designed to give organisations of every size confidence that a certificated credential means what it says.

The Intelligence Certification Services International (TICSI), a UK-registered certification company established in 2026, has been launched as the independent verification and certification body behind every credential issued under the ICXI (International Customer Experience Institute) framework, including the AI Excellence Mark (AIXM) and The Experience Excellence Mark (TEEM).

TICSI's role is a narrow one, deliberately: it verifies, decides, and holds the public record. It does not sell, market or deliver the training and consultancy that prepares organisations for assessment. That work remains with ICXI and its network of authorised partners.

What TICSI is

TICSI is run entirely separately from ICXI in every operational respect — management, staffing and commercial structure are distinct. Its purpose is to hold the meaning of a credential steady, including in situations where that is commercially inconvenient for everyone else involved.

Why the separation matters

In many certification markets, the organisation that benefits commercially from a credential also has a hand in awarding it. That overlap is where confidence in a credential tends to break down. ICXI is incentivised to build and grow its frameworks and brand; its partners are incentivised to grow their client base. Neither is positioned to also deliver an impartial verdict.

TICSI exists to close that gap. It is the single body responsible for verification and decision-making, and it is structured so that no partner, client or commercial conversation can influence a threshold, a score or an outcome.

How it works

- Verification — every assessment is independently verified by TICSİ before any certification decision is made. No assessment reaches a client as a certification without this step.
- Fixed thresholds — scores, gates and dimension floors are set and held by TICSİ. They cannot be adjusted by a partner, a client, or a sales conversation.
- Independent decisions — only a TICSİ certification authority can release, defer, reduce or refuse a certification, and only once verification is complete.
- Independent appeals — any organisation that disputes a decision appeals to TICSİ directly, not to ICXI and not to the partner who supported its assessment.
- A public registry — every live credential is listed and independently verifiable, so a certification can always be checked rather than simply taken on trust.

Authorised partners continue to find, prepare and support organisations through the certification process. They do not verify outcomes, and they are never paid for a referral into a certification decision. TICSİ, in turn, can suspend or withdraw a live credential where standards are no longer met — a safeguard that applies without exception.

What TICSİ covers

TICSİ is the certification route for the ICXI portfolio as a whole, not a single scheme. It currently covers:

- The existing ICXI Standards, offered as an optional alternative certification route alongside BSI — giving organisations a genuine choice between routes in territories where one suits them better than the other.
- Maturity assessments.
- The AI Excellence Mark (AIXM).
- The Experience Excellence Mark (TEEM).

Benefits for organisations of all sizes

For smaller and mid-sized organisations, an independently verified credential offers a way to demonstrate capability to larger customers and partners without the cost and complexity of building that trust case from scratch — the certification carries the weight, rather than requiring a longer sales conversation.

For large and multinational organisations, the same independence provides assurance that a credential held consistently across markets, subsidiaries or joint ventures means the same thing everywhere it is presented, and that no local relationship or commercial pressure can quietly soften a standard.

Across the size range, the common benefit is the same: a credential that can be checked, that cannot be commercially negotiated, and that a customer, regulator or investor can rely on at face value.

“Partners are there to help organisations get ready. ICXI is there to build the frameworks worth being ready for. TICSİ's only job is to make sure that when a credential is awarded, nobody who benefits commercially from selling it had any say in the decision. That separated independence is what makes the credential worth holding

— P E Forrest, Co Founder, ICXI