

## About Customer Service Academy of Jamaica Limited (CSAJ)

*“A focused future with satisfied clients”*



The Customer Service Academy of Jamaica Limited (CSAJ) is the preferred source of customer service and related training for smart companies and organizations, whose employees interface with customers. The company is seen by its many clients as a compelling place to do business with. CSAJ works in partnership with its' clients to deliver cutting edge, high quality products designed to produce tangible results and to help establish 'best practice' performance and prepare organizations for sustainability.



City and Guilds of London Institute was established in 1878 following a meeting of 17 of the City of London's livery companies, the traditional guardians of apprenticeships and work place training. Its aim was to establish a national system of technical education.

City and Guilds of London Institute has worldwide recognition and offers learners over 500 qualifications in 28 industry areas – so that they can learn skills that equip them to fulfill their career ambitions or enrich their leisure time. City and Guilds of London Institute qualifications are valued by employers because they are developed in conjunction with key industry bodies – so they are always relevant and up to date.

City and Guilds of London Institute qualifications offer clear pathways to progression, spanning from entry level to the equivalent of a postgraduate degree. They offer a wide range of senior awards and higher level qualifications to professionals who want to get their abilities recognized by a name that count.

Traditional qualifications offered by City and Guilds of London Institute are not always appropriate to every business environment, as a consequence City and Guilds of London Institute developed an accreditation programme, enabling qualified companies to offer certificate programmes with a 'badge' of approval from City and Guilds of London Institute.

### About the Programme

The CCSM programme is designed for managers whose desire it is to achieve acknowledgement of their skills and competencies. The review session will provide candidates the opportunity to sharpen their management and leadership skills. Earning the CCSM credential requires in-depth knowledge in the following areas: managing people, managing operations, leadership, strategies for promoting and embedding a service culture, and managing the service encounter at the workplace.

### Steps in Obtaining Certification

#### Step 1 – Practical Assessment

Candidates work through a job performance checklist with their supervisors. The CSAJ standards for each area of performance are printed on the checklist, allowing candidates to practice those tasks and master the required skills until they pass the practical assessment in order to progress to step 2.

#### Step 2 – Review Session

After the candidate has passed the practical assessment, or has been exempt, he/she is now ready to prepare for the theoretical aspect of the certification.

This is a three-day review session that focuses on the strategies for promoting and maintaining a service culture at the workplace and the strategies for managing and supervising the service encounter.

An easy-to-use CCSM Review Guide will be provided for each candidate prior to the review session to give them time to become familiar with the material.

#### Step 3 – Theory Examination

The day after the three-day Review Session is exam day. The exam will be three hours. It will be a multiple choice examination comprising 150 questions.

Candidates would need to obtain a pass mark of at least 60% to be successful.

#### Step 4 – Certification

Certification will be granted to those candidates passing the examination. They will be awarded the CCSM designation. Candidates who fail will be given two more chances to re-sit the examination at a small cost.

## ***Why Certification – “Certify today and be relevant for the future”***

In today's competitive environment exceptional customer service should be an integral part of the company's strategy and mission. In order to deliver on these goals, organizations and individuals need to achieve and maintain superior levels of performance which means continuously improving and being better than the competition. Certification is an objective way of ensuring continuous development, and standardized global recognition in a competitive environment.

Certification validates the knowledge, skills and expertise of the professional in the respective industry. Certification provides concrete markers of development and signals a commitment to the profession. Once certified, you use your designation to identify your professional status in the industry.

## ***Re-certification Programme***

Once certified you will automatically be registered in a re-certification programme. Every five (5) years, professionals will be re-certified based on professional accomplishments. You will be issued with a new lapel pin and certificate of designation.

## ***What does the Certification Fee cover?***

### ***Fee include***

- Course materials
- Lapel pin with appropriate designation
- Certificate of achievement
- Review session
- Examination session



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*“Excelling without compromise”*



**CUSTOMER  
SERVICE  
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JAMAICA LTD.**

## ***Certified Customer Service Manager (CCSM)***



**Accredited by**  
**City & Guilds**