

## 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 world-wide 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 post-graduate 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 Certificate in Effective Supervision is designed for supervisors with less than 3 years experience who want to improve their skills and become more effective practicing supervisors. The review session will also provide candidates with the opportunity to sharpen their knowledge, skills and attitudes in the area of customer service delivery

### Programme Objectives

Upon successful completion of this programme, participants will be able to:

- Identify the principles of quality customer care.
- Identify the differences between customers' needs, wants and desires.
- Explain how attitudes and habits affect service.
- Demonstrate the art of dealing with difficult customers.
- Identify what adds value to the customer's experience.
- Discuss the importance of listening to the customer.
- Explain the importance of projecting a professional image.
- Recognize the importance of projecting professionalism on the telephone.
- Discuss the importance of building winning relationships at work through teamwork.

- Explain the importance of building customer loyalty.

### Programme Content

- The Foundations of Successful Supervision
- The Leadership Qualities of the Supervisor
- What do Supervisors do?
- The Vital Functions of Effective Supervision
- Defining the Supervisor's Key Results Areas
- The Supervisor's Role in Creating Employee Value
- The Supervisor as a Strategic Leader
- The Supervisor as an Inspirational Leader
- The Supervisor as a Performance Leader
- The Supervisor as a Character Leader
- The Supervisor as a Mentor
- The Supervisor as a Communicator
- The Supervisor as a Coach
- The Supervisor as Facilitator: Building Teams, Using Participative Decision-Making, and Managing Conflicts
- The Supervisor as Mentor: Conducting Performance Appraisals
- The Supervisor as Climate Builder: Tips for Building a Great Workplace; Empowerment
- The Supervisor as Delegator
- The Supervisor's Role as a Customer Service Expert

### Programme Methodology

Highly interactive workshop involving individual and group work, discussion, role play, video/DVD presentation.

## ***Programme Evaluation***

The final examination will consist of a 4-hour multiple choice examination of 200 questions. Candidates would need to obtain a pass mark of at least 60% to be successful. Examination will be held on the last day of the workshop.

## ***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, organization 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, standardized recognition 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.

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

### ***Fee include***

- Course materials
- Accredited certificate for successful participant
- Review session
- Examination session



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**CUSTOMER  
SERVICE  
ACADEMY OF  
JAMAICA LTD.**

## ***Certificate in Effective Supervision***



**Accredited by  
City & Guilds**