

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 Certificate in Legendary Customer Care programme is designed for working and nonworking persons who are desirous of becoming customer service professionals.

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 customer's experience
- ♣ 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 Primacy of the Customer

- ♣ Customer Expectations and Service Delivery
- ♣ Defining Quality Customer Service
- ♣ Customer Contact Techniques
- ♣ The Principles of Hospitality
- ♣ Knowing the Customer
- ♣ Determining Customer Requirements
- ♣ Attitudes and Habits and their Effects on Service
- ♣ Non-Verbal Communication
- ♣ Dealing With Difficult Customers
- ♣ Enhancing Customer Value
- ♣ Managing the Relationship With Your Customer
- ♣ Mastering the Art of Listening
- ♣ Professionalism and the Professional
- ♣ Projecting Professionalism on the Phone
- ♣ The Professional as a Team Player
- ♣ Building Customer Loyalty
- ♣ The Issue of Reliability
- ♣ Best Practices in Customer Service

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 2-hour multiple choice examination of 100 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

Fee include

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



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**CUSTOMER
SERVICE
ACADEMY OF
JAMAICA LTD.**

Certificate in Legendary Customer Care



**Accredited by
City & Guilds**