

## **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 Service Quality Management is designed for newly appointed supervisors and managers (with less than 2 years experience) who are desirous of learning the principles of managing the service function at the workplace.

### **Programme Objectives**

Upon successful completion of this 3-day programme, participants will be able to:

- ♣ Identify the principles of quality customer care.
- ♣ Identify the three sources of strategic success.
- ♣ Identify the essential features of commitment-based organizations.
- ♣ Understand the meaning of customer value.
- ♣ Identify the three fundamental factors needed to create employee value.
- ♣ Understand the factors which impact customer loyalty.
- ♣ Identify the importance of service standards.
- ♣ Write and implement service standards.
- ♣ Understand the importance of feedback, recognition and rewards in motivating employees to deliver legendary service.

### **Programme Content**

- ♣ Winning customers through service excellence

- ♣ Principles of Customer Service Management: customer strategy, employee strategy, competitive strategy
- ♣ The Characteristics of Service
- ♣ Commitment-Based Companies
- ♣ Benefits of a Service Culture
- ♣ Guidelines for the Market-Driven Manager
- ♣ Predicting Customer Needs and Wants — The Five Stages
- ♣ Customer Relationship Management
- ♣ Enhancing the Brand
- ♣ Attitude and Its Effects on Service
- ♣ Managing Customer Complaints
- ♣ The Lifetime Value of the Customer
- ♣ The Customer's Expectations of Quality
- ♣ Guidelines for the Delivery of Great Customer Service: How Customers RATE an organization's service delivery.
- ♣ The Manager as Leader
- ♣ The Leadership Qualities of the Manager
- ♣ The Manager's Role in Setting Clear Standards
- ♣ The Manager's Role in Motivating Employees
- ♣ The Manager's Role in Building a Positive Organizational Climate
- ♣ The Manager's Role in Building a Great Team
- ♣ The Manager's Role in Empowering Employees
- ♣ The Manager's Role in Stimulating Innovation
- ♣ Strategies for Promoting and Embedding a Service Culture in an Organization
- ♣ Strategies for Managing and Supervising the Service Encounter at the Workplace

## ***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.

## ***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
- Certificate of achievement
- Review session
- Examination session



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**CUSTOMER  
SERVICE  
ACADEMY OF  
JAMAICA LTD.**

## ***Certificate in Service Quality Management***



**Accredited by  
City & Guilds**