

# CUSTOMER SERVICE ACADEMY OF JAMAICA LIMITED

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CERTIFIED CUSTOMER  
SERVICE EXECUTIVE  
(CCSE)

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CONTENT DOMAIN

# THE CERTIFIED CUSTOMER SERVICE EXECUTIVE (CCSE)

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The CCSE certification program is designed to enhance candidates' awareness of the crucial role they play in creating a culture of service in their organization.

In today's economic environment, it is critical for an organization to build and maintain a competitive advantage over its competitors in the same marketplace. In order to achieve this, senior managers and executives must be seen to have the competence in customer service to be able to develop a compelling and solid differentiation strategy for their organization that will give it that unique edge over its competitors.

The CCSE validates the knowledge, skills and experience of the senior managers and executives in the critically important field of customer service.

On the final day of the 2-day review session, candidates will be given a 60-minute assessment.

In order to successfully complete the CCSE, candidates must attend the 2-day review session and pass the 60-minute assessment.

# OBJECTIVES OF THE CCSE

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At the end of the 2-day review session, candidates for the CCSE will be able to:

- Identify what leaders really do.
- Define “service quality leadership”.
- Succinctly describe the leadership role of managers.
- Distinguish between position power and personal power.
- Identify common mistakes made by managers.
- Identify some tips for providing a great workplace.
- Identify strategies for developing an Employee Relationship Management (ERM) Program.
- Identify strategies for motivating their employees.
- Identify guidelines for briefing their staff.
- Identify team-building strategies.
- Identify strategies for recognition and rewards.
- Define “customer strategy”.
- Identify the Ken Blanchard strategies for building a customer-focused company.
- Identify the reasons why an organization should develop a customer service strategy.
- Identify benchmarking strategies.
- Identify the generic dimensions used by customers to evaluate service quality.
- Identify loyalty-building strategies.
- Identify the characteristics of service leaders.
- Define “Competitive Advantage”.
- Identify the six fundamental characteristics of competitive advantage.
- Identify five strategies for developing a Customer Relationship Management (CRM) Program.

# CONTENT DOMAIN OF THE CCSE PROGRAM

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## ◆ **What Leaders Really Do:**

- Some common definitions of leadership.
- What is service quality leadership?

## ◆ **The Elements of Strategic Leadership:**

- Leadership Strategy: Are you the leader that you should be?
- The Leadership Role of Managers.
- Power Within Organizations:
  - Position Power and its three components.
  - Personal Power and its three components.
- Leadership at Work.
- The ABC of Leadership.
- Good leaders are made, not born.
- Common Mistakes Made by Managers.
- Tips for Providing a Great Workplace.
- How to Make Each of Your Employees Feel Like a Somebody.
- Ten Principles of Leadership.
- Your Responsibility to Your Organization, Your Customers and Your Direct Reports.
- Action Items for Developing Your Ability to Motivate Others.
- Management Behaviour in a Well-Run Organization.
- Assessing the Culture of Your Organization.

## ◆ **The Elements of Employee Strategy:**

- What to do in your role as coach, cheerleader and nurturer of your most valued asset – your employees.

- Strategies for Developing an Employee Relationship Management (ERM) Program.
- The Manager's Thirteen Principles for Managing Employees.
- The Leader as Delegator.
- Motivation Strategies.
- The Elements of an Empowered Team.
- Beating the Competition through Training and Re-Training Your People.
- The Manager's Role in Employee Development.
- What Leaders Should Look For In Potential Leaders Among Their Followers.
- Guidelines for Briefing Your Staff.
- The Teamwork Formula.
- Team Building.
- Maintaining Teamwork with Problem-Solving Strategies.
- Factors which Measure the Organizational Climate of an Enterprise.
- The Use of Recognition and Rewards: The Role of the Manager.
- How to Develop a Formal Reward and Recognition Program – The Eight-Step Approach.
- How to Develop Seven Unbeatable Cultures in Your Organization.

♦ **The Elements of Customer Strategy.**

- The Urgent Need for Service Quality Leadership.
- What is Customer Strategy?
- Defining a Service Strategy for Your Organization.
- How Can You Ensure that Customer Service Plays the Role that it Should Play Within Your Organization.
- The Role of the CEO and the Senior Management Team.
- How to Build a Customer-Focused Company the Right Way – The Ken Blanchard Way.

- Why Develop a Customer Service Strategy?
- Why it Makes Sense to Embrace a Customer Strategy.
- Determining Customer Requirements.
- ♦ **Benchmarking Best Practices:**
  - Definitional Issues.
  - The American Productivity and Quality Centre Benchmarking Methodology.
- ♦ **Identifying Service Problems In Your Organization:**
  - Resolving Problems Effectively.
  - Learning from the Recovery Experience.
  - The Power of Good Recovery.
- ♦ **Generic Dimensions Used by Customers to Evaluate Service Quality:**
  - Credibility
  - Security
  - Access
  - Communication
  - Understanding the Customer
  - Tangibles
  - Reliability
  - Responsiveness
  - Courtesy
  - Competence
- ♦ **Loyalty-Building Strategies by Customer Stage:**
  - Suspects/Prospects
  - First-Time Customer

- Repeat Customer
  - Client
  - Advocate
  - Inactive Customer or Client
- ◆ **Some Other Ideas for Building Customer Loyalty in Your Organization.**
- ◆ **Characteristics of Service Leaders.**
- ◆ **The Elements of Competitive Strategy:**
- What is **Competitive Advantage**?
  - The Six Fundamental Characteristics of Competitive Advantage.
  - Strategies for Developing a Customer Relationship Management (CRM) Program.
    - Positioning
    - Differentiation
    - Relationship Selling
    - Partnering for Profit
    - Consultative Selling
- ◆ **Examples of Customer Relationship Management:**
- Federal Express
  - John Hillshire Farms
  - Xerox
  - Infiniti
  - A Case Study in CRM: Nordstrom
  - The Four Stages of Service Firm Competitiveness
- ◆ **Putting it All Together**