

# **CUSTOMER SERVICE ACADEMY OF JAMAICA LIMITED**

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CERTIFICATE IN  
SERVICE QUALITY LEADERSHIP

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**CONTENT DOMAIN**

# CERTIFICATE IN SERVICE QUALITY LEADERSHIP

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## Overview:

The Certificate in Service Quality Leadership is designed to enhance senior managers' understanding of the crucial role they must play in embracing the vision of a service culture, promoting that vision (via world-class leadership) among subordinates so that it becomes embedded, and constantly role-modeling the behaviour expected from subordinates.

This 3-day (18-hour) program is targeted at senior managers in the public and private sectors.

## General Objectives:

This certificate program is designed to:

- ✿ Create an appreciation of the importance of the role of senior management team in having a vision of superior service for the organization, communicating that vision, and constantly promoting it to followers, with the objective of embedding a service culture in the organization.

## Learning Outcomes:

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

- ✿ Know the strategies for embedding a service culture at the workplace.
- ✿ Implement the strategies for embedding a service culture.
- ✿ Know the strategies for managing and supervising the service encounter at the workplace.
- ✿ Implement those strategies for managing and supervising the service encounter.
- ✿ Know the leadership strategies that will drive the commitment and ensure that employees continue the buy-in.
- ✿ Implement those leadership strategies for continuous buy-in.

## **Program Content:**

- ✦ **The Art of Leadership:**
  - Measuring the organizational climate of your business
  - Organizational survival in the 21<sup>st</sup> century
  - Common definitions of leadership
  - The leadership qualities of the manager
  - The Manager-Employee Relationship
  - Some Considerations for Managing Tomorrow
  - 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 Listening and Communicating
- ✦ **Winning Customers Through Service Excellence:**
  - Best Practices in Customer Service
  - Harvard Business School Study on the Benefits of Quality Service
- ✦ **The Three Components of Strategic Success:**
  - Customer Strategy
  - Competitive Strategy
  - Employee Strategy
- ✦ **Strategies for embedding a service culture at the workplace**
- ✦ **Strategies for managing and supervising the service encounter at the workplace**

## **Program Methodology:**

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

## **Program Evaluation:**

The final evaluation 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. For those persons doing the project, the examination will consist of 60 questions to be completed in 80 minutes.