

CUSTOMER SERVICE ACADEMY OF JAMAICA LIMITED

CERTIFIED CUSTOMER SERVICE
PROFESSIONAL (CCSP)

CONTENT DOMAIN

CERTIFIED CUSTOMER SERVICE PROFESSIONAL (CCSP)

MODULES:

- I ... Principles of Quality Customer Care
- II ... Knowing the customer
- III ... Attitudes and Habits and their effects on service
- IV ... Dealing with difficult customers
- V ... Enhancing Customer Value
- VI ... Mastering the Art of Listening
- VII ... Projecting a Professional Image
- VIII ... Projecting Professionalism on the Phone
- IX ... The Professional as a Team Player
- X ... The Issues of Reliability
- XI ... Building Customer Loyalty
- XII ... A closer look at Customer Relationship Management (CRM)
- XIII ... Enhancing the Brand
- XIV ... Best Practices in Customer Care

MODULE I: PRINCIPLES OF QUALITY CUSTOMER CARE

- ✿ The distinguishing features of a good service organization
- ✿ Customer expectations and service delivery
- ✿ Traditional customer service versus quality customer service
- ✿ Other definitions of customer service
- ✿ The characteristics of training
- ✿ Descriptors of effective customer service
- ✿ Customer perception and its management
- ✿ The three phases of a customer's experience with an organization
- ✿ Why invest in customer service?
- ✿ Why the need for a customer service culture?
- ✿ Harvard Business School study on the benefits of customer service
- ✿ The primacy of the customer
- ✿ What is customer satisfaction?
- ✿ The benefits of customer satisfaction
- ✿ The results of total customer focus
- ✿ The four models of service

MODULE II: KNOWING THE CUSTOMER

- ✿ What do customers really want?
- ✿ The eight fundamental needs of the customer
- ✿ The Four "As" of Caring
- ✿ The Principles of Hospitality
- ✿ Baber's Rules of Customer Service
- ✿ What do customers consider as good service?
- ✿ Determining customer requirements
- ✿ The distinguishing features of a "Customer First" philosophy practiced by a service provider
- ✿ The characteristic features of a Customer Service Activist
- ✿ Customer Contact Techniques

MODULE III: ATTITUDES AND HABITS AND THEIR EFFECTS ON SERVICE

- ✿ 'Attitude' by Charles Swindoll
- ✿ Definitional issues
- ✿ Two extreme types of attitudes and the types of behaviour which will result from them
- ✿ Why is your attitude so important?
- ✿ Why send a positive attitude?
- ✿ The signs of a good attitude
- ✿ The signs of a bad attitude
- ✿ The four components of non-verbal communication

MODULE IV: DEALING WITH DIFFICULT CUSTOMERS

- ✿ The four characteristics of customer complaints
- ✿ Why do customers complain?
- ✿ A conceptual framework of service recovery and fallout
- ✿ The Seven-Step Approach to Solving Customer Complaints Successfully
- ✿ The four types of difficult customers: Distracted, Whining, Disappointed, Disgusted
- ✿ Strategies for dealing with the four difficult customer types

MODULE V: ENHANCING CUSTOMER VALUE

- ✿ The Customer Value Triad
- ✿ Value for Money and Customer Perception
- ✿ The recipe for success in any business
- ✿ Managing the relationship with your customer: the 3-step process
- ✿ Managing customer behaviour
- ✿ Managing customer expectations
- ✿ Managing customer perceptions

MODULE VI: MASTERING THE ART OF LISTENING

- ✿ The four essential listening tools
- ✿ Hearing Vs. Listening
- ✿ Types of listening
- ✿ Listening with purpose
- ✿ Why aren't we better listeners?
- ✿ Why is listening to customers so important?
- ✿ The benefits of quality listening

MODULE VII: PROJECTING A PROFESSIONAL IMAGE

- ✿ The three components of professionalism
- ✿ Projecting a professional image
- ✿ Five key commitments for a Customer Service Representative

MODULE VIII: PROJECTING PROFESSIONALISM ON THE PHONE

- ✿ How people receive messages from other people
- ✿ The telephone and organizational success
- ✿ Six points critical to common telephone courtesy
- ✿ The importance of Telephone CSRs

MODULE IX: THE PROFESSIONAL AS A TEAM PLAYER

- ✳ Building a team at the workplace
- ✳ The importance of being a team player
- ✳ The six components of great teamwork

MODULE X: THE ISSUE OF RELIABILITY

- ✳ Definitional issues
- ✳ The three sources of service promises:
 - Personal promises
 - Organizational promises
 - Expected promises

MODULE XI: BUILDING CUSTOMER LOYALTY

- ✳ What's happening on the customer service front?
- ✳ Customer Satisfaction Studies
- ✳ The outcomes of customer satisfaction
- ✳ The customer as an appreciating asset
- ✳ Why customer retention is important
- ✳ The lifetime value of a customer
- ✳ What is **customer loyalty**?
- ✳ The four key phases to customer loyalty – cognitive, affective, conative, and action
- ✳ Ways to assess loyalty
- ✳ Identifying loyalty
- ✳ How to develop loyalty strategies
- ✳ The Customer Loyalty ladder
- ✳ The 8 Ps of Customer Service
- ✳ The 8 Ps to creating a customer centric organization

MODULE XII: A CLOSER LOOK AT CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

- ✱ Definition of CRM
- ✱ Teaming up with customers:
 - Positioning
 - Differentiation
 - Relationship Selling
 - Partnering for Profit
 - Consultative Selling

MODULE XIII: ENHANCING THE BRAND

- ✱ Definitional issues
- ✱ Creating and maintaining demand for the brand
- ✱ The key elements affecting a brand's perception:
 - Appearance
 - Attitude
 - Service
 - Product Knowledge

MODULE XIV: BEST PRACTICES IN CUSTOMER SERVICE

- ✱ Sample best practice companies
- ✱ Holy Cross Hospital, Chicago
- ✱ The Ritz-Carlton Hotel
- ✱ Johnson and Johnson
- ✱ United States Automobile Association (USAA)
- ✱ The Disney Company
- ✱ The New Pig Corporation
- ✱ Stew Leonard's Grocery Store
- ✱ What separates these companies from the rest?
- ✱ Why does it make sense for all companies to embrace service excellence?