

# **CUSTOMER SERVICE ACADEMY OF JAMAICA LIMITED**

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CERTIFIED CUSTOMER SERVICE  
SUPERVISOR (CCSS)

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**CONTENT DOMAIN**

# **CERTIFIED CUSTOMER SERVICE SUPERVISOR (CCSS)**









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The CCSS certification program is designed to enhance participants' understanding of the crucial role they must play in supervising the service encounter at the workplace.




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

- ✨ embrace a leadership strategy that will lead to development of trusting relationships between supervisors and their direct reports.
- ✨ embrace an employee relationship management strategy that focuses on team building, delegation, empowerment, orientation, coaching, counseling, motivation, and recognition and motivation.
- ✨ understand their role in developing service standards for their direct reports.
- ✨ embrace a customer strategy that will ensure that they, as supervisors, fully understand the strategies that they will need to embrace for promoting and embedding a customer service culture in their organization, and the strategies for supervising the service encounter.





## **1. The Supervisor as Leader:**

-  What is leadership?
-  Are you a leader because you are a supervisor?
-  Characteristics of successful leaders.
-  The role of leaders.
-  Building trust.
-  Charismatic leadership.
-  Leadership behaviour and styles.
-  Adapting your style of leadership.

## **2. The Supervisor as Team Leader:**

-  What is a team?
-  How to bring about team behaviour in a service organization.
-  Team challenges for supervisors.

## **3. The Supervisor as Coach:**

-  What is coaching?
-  Benefits of coaching to the employee and the supervisor.
-  Tips for coaching employees.
-  Developing your coaching skills.

## **4. The Supervisor as Motivator:**

-  What is motivation?

- ✚ Energizing today's employees.
- ✚ The five basic needs of people.
- ✚ Ten great ways to motivate employees.
- ✚ How to keep motivation high.
- ✚ Soliciting suggestions from employees.
- ✚ The supervisor's tips on motivation.

## **5. The Supervisor as Climate Builder:**

- ✚ The five foundations of successful supervision.

## **6. The Supervisor as Empowerer:**

- ✚ The Production-Line approach to service.
- ✚ The Empowerment Approach.
- ✚ What is Empowerment?
- ✚ The Why, How and When to Empower Service Employees.
- ✚ The costs of empowerment.
- ✚ The three levels of empowerment.

## **7. The Supervisor as Communicator:**

- ✚ The role of listening and communicating.
- ✚ Strategies for communicating with your staff.
- ✚ Len Sandler's ten commandments of communication.
- ✚ Active listening.

## **8. The Use of Recognition and Rewards: The Role of the Supervisor:**

- ✚ What are recognition programs?

- ✚ Why do recognition programs work?
- ✚ When do recognition programs work?
- ✚ When do recognition programs not work?

## **9. The Supervisor's Role in Developing Service Standards:**

- ✚ What are service standards?
- ✚ Why service standards are important.
- ✚ Criteria for effective standards.
- ✚ Types of standards.
- ✚ The four-step approach to writing service standards.
- ✚ Defining systems required.
- ✚ Implementing service standards.

## **10. Strategies for Promoting and Embedding a Service Culture at the Workplace:**

- ✚ What is quality?
- ✚ Steps to becoming a customer- and market-driven organization.
- ✚ Focus elements of a customer- and market-driven organization.
- ✚ Strategies for creating a customer service culture.
- ✚ The Sandals Case Study.

## **11. Managing the Service Function at the Workplace:**

- ✚ A Model of Customer-Employee Interaction:
  - Customer Behaviour.
  - Customer Expectations.
  - Customer Perception.

- Employee Expectations.
- Employee Characteristics.
- Employee Behaviour.
- ✚ The Supervisor as Coach, Cheerleader and Nurturer of Champions.

## **12. Keeping the Vision Alive – The Role of the Supervisor:**

- ✚ The Service Triangle.
- ✚ Creating Value for the Customer.