

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.



Recognised
Provider

About Institute of Leadership and Management (ILM)

The Institute of Leadership and Management (ILM) is Europe's foremost awarding organization for leadership and management qualifications with international recognition across the world. ILM is a part of the City and Guilds of London Institute Group, It is also a professional membership body providing thorough career support. ILM provides high standards of accreditation that ensure its approved courses are relevant to the workplace and provide real benefits in learning and skill improvements.

As the UK's leading body for vocational management education, ILM partners with over 2500 registered centres worldwide comprising further and higher education colleges and employers delivering in-house management training across all industries and sectors. ILM is also a trusted partner for several private training providers such as Customer Service Academy of Jamaica and we are excited to provide programmes for our clients which are endorsed by ILM.

About the Programme

The Principles and Practices of Training (Train-the-Trainer) is designed for part-time trainers in the public and private sectors who are desirous of becoming trainers. It is also for persons with no training background desirous of becoming trainers.

Programme Objectives

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

- ♣ Be aware of training issues of the 21st century
- ♣ Know the benefits of training
- ♣ Be familiar with adult learning principles
- ♣ Be familiar with the training cycle
- ♣ Be aware of the factors affecting the learning process
- ♣ Know how to identify all training needs
- ♣ Be able to plan, conduct and evaluate training
- ♣ Know how to deal with challenging personality types in the training room
- ♣ Understand the role of training as a strategic function
- ♣ Know how to establish a training culture in the

organization

- ♣ Understand the role of the trainer as a communicator

Programme Content

- ♣ Types of Training
- ♣ The Benefits of Training
- ♣ The Principles of Adult Training
- ♣ Group Training Issues
- ♣ Identifying Training Needs
- ♣ Planning the Training
- ♣ Conducting the Training: The Four Steps
- ♣ Evaluating Training
- ♣ The Group Training Process from the Trainee's Perspective
- ♣ The Trainer as Communicator
- ♣ Making Training Stick
- ♣ Common Training Mistakes
- ♣ A Case for Training and Development
- ♣ Training Issues of the 21st Century
- ♣ Training and Development as an Investment
- ♣ Orientation and Socialization
- ♣ Mentoring

Programme Methodology

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

Programme Evaluation

The final evaluation is a 90-minute training session conducted by each candidate.

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.**

The Principles and Practices of Training (Train-the-Trainer)

