



CUSTOMER SERVICE MANAGER CERTIFICATE

SYLLABUS: CUSTOMER SERVICE MANAGER CERTIFICATE (CSMC) – CRN# 30119

Program Coordinator: Ashley Wirthlin
Exam Dates: 1/10, 4/10, 7/10, 10/10
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Time: Self-Paced Program
Location: 100% Online
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CSMC PROGRAM BENEFITS:

- To obtain broadest spectrum of knowledge regarding the behavior and strategies needed in securing a loyal customer base.
- An understanding of the intricacies of customer loyalty.
- The right information needed to manage the people who your customers interact with.
- Successful, proven tactics from the best sources that are applicable for the real world.

LEARNING OBJECTIVES OF THE CSMC:

- Customer Service Fundamentals
- Customer Loyalty
- Customer Influencers
- Problem Solving & Customer Service
- Company Culture and Leadership
- Effective Communication Skills

PROGRAM REQUIREMENTS:

Self-Management: The Customer Service Manager Certificate (CSMC) is a self-study certification program. We greatly want to see you succeed, but your success depends on and directly corresponds to the amount of effort and time you put into learning the material.

Strategic Project completion: The strategic project for the CSMC course is laid out in the study guide. This project is worth 50% of the CSMC grade and must be received completed before you can schedule your examination date.

Time-Management: Being that the CSMC is a self-study program, it is your responsibility to make time to read the required texts, to ask questions as they arise, and to keep in mind your examination date.

Examination: Examinations are offered annually on January 10th, April 10th, July 10th, and October 10th. After registering for the CSMC, you can schedule your examination date by submitting your completed strategic project (aforementioned) and your preferred exam date.

Please note that your exam date request must be received at least 3 weeks before the exam date. For example, if you would like to sit for the January 10th exam, we need to receive your request and completed project no later than December 20th. You can send your completed project and date request to the email address above.

PREREQUISITES: We require one year of work experience before candidates are accepted into the CSMC program.

REQUIRED TEXTS:

1. Delivering Knock Your Socks Off Customer Service by Kristen Anderson and Ron Zemke. ISBN :0814479707
2. Building Great Customer Experiences by Colin Shaw and John Ivens. ISBN 1403939497
3. Customer Satisfaction is Worthless, Customer Loyalty is Priceless by Jeffrey Gitomer ISBN: 188516730X

REQUIRED TOOLS: Internet access and an Internet browser with which to take the online exam and to view the program videos. Internet Explorer and Firefox work best, though most browsers should suffice.

CSMC GRADE BREAKDOWN:

Strategic Project: (100 pts) – Instructions provided in the CSMC Study Guide.

Exam: (100 pts)

- 80 multiple choice/true-false questions (80%)
- 2 short-essay questions worth (20%)

For more information and to register for this self-paced customer service training and certification program, please visit our website at:

<http://businesstraining.com/Customer-Service-Certification.html>