

The skill and professionalism of trained customer service staff can mean the difference between keeping customers for life or losing business forever. That's why the Jamaica Customer Service Association through collaboration with the International Customer Service Association (ICSA) joined with Rockhurst University Continuing Education Centre – National Seminars Group (NAISEM) to provide this unique and highly interactive training and certification programme – **Through the Customer's Eyes – Caribbean Perspective**.

WHAT MAKES THIS PROGRAMME UNIQUE?

Each module is filled with specific learning objectives with exercises, activities and practice exams. The programme is computer based and is created for real-life situations. This programme features six dynamic modules to help develop and polish core customer service skills.

MODULE 1: WHY CUSTOMER SERVICE MATTERS

- How to establish Superior Value and Profitability
- Local Tutorial

MODULE 2: WHAT CUSTOMERS WANT

- Learn to Deliver Good Service, Personal Attention and Promptness
- Local Tutorial

MODULE 3: ESSENTIAL CUSTOMER SERVICE SKILLS: PART 1

- Learn the Core Skills to Enhance Customer Relationship-Empowerment, Attitudes, Listening, Patience & Persistence
- Local Tutorial

MODULE 4: ESSENTIAL CUSTOMER SERVICE SKILLS: PART 2

- Product Knowledge, Questioning Techniques, Providing Information and Creating Trust -Core Skills That Will Enhance Customer Satisfaction
- Local Tutorial

MODULE 5: HANDLING COMPLAINTS AND DEALING WITH ANGRY PEOPLE

- Learn to Deal With Difficult Situations and Create Loyal, Lifetime Customers
- Local Tutorial

MODULE 6: CUSTOMER SERVICE AS A STRATEGIC MARKETING TOOL

- Customer Service is an Essential Part of Strategic Marketing; Improve Productivity, Morale and Customer Satisfaction With Effective Teams; Enhance Overall Company Performance and Service Quality
- Local Tutorial

CARIBBEAN COMPONENT

In addition, JaCSCA has added a very important component to this programme. Well-trained and competent local facilitators will provide face to face discussions and application of the information, for each module. This Caribbean perspective will create a competitive advantage as participants explore and discuss local issues and cite indigenous solutions.

WHY CERTIFICATION?

Objective tools are an essential component for a fair and equitable assessment of skills and learning. Each module contains a sample exam to measure retention of the material. Local facilitators will coach participants.

Web-based testing is the final step to formally assess and demonstrate that your associates are Customer Service Certified (CSC). After successfully completing six (6) exams each associate will receive a suitable-for-framing Certificate of Successful Completion from the International Customer Service Association, Rockhurst University -NAISEM and the Jamaica Customer Service Association. Also, participants will receive a Certificate of Participation for the Caribbean component.

WHAT YOU STAND TO GAIN

EMPLOYERS:

This programme will strengthen your bottom line and establish core skills, concepts and applications. It will also achieve and maintain the highest level of customer service. Through training and certifying your employees, you will be able to enjoy the peace of mind that comes from knowing that you have a highly effective employee dealing with your most precious asset – your customers.

SERVICE PROVIDERS:

Enhance your résumé with this designation of CSC (Customer Service Certified) and serve with the confidence of knowing that you have the recognised skills to enable you to offer excellence in customer service.

COURSE REQUIREMENT: Computer Literacy.