CUSTOMER SERVICE ACADEMY OF JAMAICA LIMITED

CERTIFIED CUSTOMER SERVICE MANAGER (CCSM)

CONTENT DOMAIN

CERTIFIED CUSTOMER
SERVICE MANAGER (CCSM)

The CCSM certification program is designed to enhance participants' understanding of the crucial role they must play in managing 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 management and staff.

- embrace an employee relationship management strategy that focuses on team building, delegation, empowerment, orientation, coaching, counseling, motivation, and recognition and motivation.

- embrace a customer strategy that will ensure that they, as managers, 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 managing the service encounter.

CONTENT DOMAIN

Section A: Leadership Strategy

* The Nature of Leadership

* What to do in your role as leader

* The Leadership Qualities of the Manager

* Position Power vs. Personal Power

* Strategies for building Expert Power

* The Manager as Leader

* Common mistakes made by managers

* Tips for providing a great workplace

* How to keep your employees motivated

* Communicating with your employees

* Management behaviour in a well-run organization

* Assessing the culture of your organization

Section B: Employee Strategy

* Strategies for developing an Employee Relationship Management (ERM) program

* The manager's thirteen principles for managing employees

* The Leader as delegator

* The elements of an empowered team

* The manager's role in employee development

* The Teamwork Formula

* Team Building

✳ The manager's checklist for building teamwork in your organization

✳ The manager's personal checklist for increasing productivity and fostering trust and loyalty

✳ The qualities of a dream team

✳ Factors which measure the organizational climate of an enterprise

✳ The use of Recognition and Rewards: The Role of the Manager

✳ The eight-step approach to developing a formal reward and recognition program

✳ How to develop seven unbeatable cultures in your organization

Section C: Customer Strategy

✳ The urgent need for service quality leadership

✳ The role of the CEO and the senior management team in promoting and maintaining the service culture in an organization

✳ How to build a customer-focused organization the Ken Blanchard Way

✳ Why it makes sense to develop and embrace a customer strategy

✳ Determining customer requirements

✳ Benchmarking best practices – a look at seven case studies

✳ The manager's role in enhancing the brand

✳ Identifying and resolving service problems in the organization

✳ Learning from the recovery experience

✳ Loyalty building strategies by customer stage

✳ Characteristics of service leaders

✳ Strategies for promoting and embedding a customer service culture in your organization

✳ Strategies for managing the service encounter in the organization