

Certified Customer Service Professional (CCSP)

This is a soft-skills based program that provides individuals and customer service professionals the essential standards of customer service competency in dealing with customers. The participants of this workshop will develop the necessary knowledge and skills to work in a Service Focused environment. Additionally it provides the participants with an understanding of the analytical process for solving problems and delighting customers.

Certification

The CCSP program consists of 2 parts:

- Class Attendance (14 contact hours)
- 1 one-hour (1 hour) 50 questions multiple-choice examination paper

Certificate of completion jointly awarded by **Western Kentucky University (USA)** and **ATCEN (Malaysia)**.



An examination score of **84 percent or higher** must be achieved in order to obtain certification.

Duration

2 Days

Medium of Delivery

English language

Fees

RM 2,000 Per Participant

ATCEN is accredited as the first accredited training provider with the **Customer Relationship Management & Contact Center Association Malaysian (CCAM)**



Program Outline

Program Title	Certified Customer Service Professional (CCSP)
Program Duration	2 Days
Program Description	The program introduces customer service professionals to the essential and fundamental soft-skills elements associated with superior call and service management. The certified customer service professional workshop consists of modules that teach participants essential skills such as essential communication, call management and professional customer service principles and concepts.
Who Should Attend?	<ul style="list-style-type: none"> • Customer Service Representatives • Contact Center Professionals • Customer Relationship Consultants • Business Development & Account Executives • Front-line employees who interact daily with customers
Program Objectives	<ul style="list-style-type: none"> • To understand the importance of branded customer service and exceeding customer delight • To develop essential impression and communication skills • To understand telephone communication • To develop online communication • To develop professional service body language • To learn how to manage difficult customers
Program Outline	<p>Module 1: Creating The Branded Customer Experience</p> <ul style="list-style-type: none"> • Passion to Exceeding Customer Delight • The 4 Levels of Customer Service: Must, Should, Could and WOW! • Delivering the Branded Customer Experience by Capturing Customers Emotions <p>Module 2: Impression & Communication Fundamentals</p> <ul style="list-style-type: none"> • Create a Positive First and Lasting Impression to Exceed Customer Delight • Understand the Communication Model and Process • Develop Questioning and Listening Techniques to Gather Information <p>Module 3: Telephone Etiquette And Online Netiquette</p> <ul style="list-style-type: none"> • The Call Opening, Holds, Transfers and Closing of a Telephone Call • Develop Positive Responses and Avoid Negative Responses • Online Communication: Keeping It Simple and Short with “Double E”: Easy to Read and Easy to Understand

	<p>Module 4: Professional Body Language In Service and Business Meetings</p> <ul style="list-style-type: none"> • Principles for Interpreting & Role of Body Language • Personal Appearance, Body, Posture & Movement, Eye Contact and Facial Expression • Understand Business Meeting Etiquette: Business Cards and Seating Arrangements <p>Module 5: Managing Difficult Customers</p> <ul style="list-style-type: none"> • Understand Customer Conflict and Its Stages • Dealing with Difficult Customers: The HEAT Approach • Strategies to Manage Angry and Emotional Customers: The 4 Personality Types <p>Module 6: The Way Forward – A Customer Centric Culture</p> <ul style="list-style-type: none"> • Continuous Development of the Knowledge, Skills, Attitude and Habits of a Service Professional to Create a Customer Centric Culture • Develop Long Term Objectives, Short Term Goals and Immediate Targets with the SMART Technique • Personal Action Plan: Developing a Personal Service Commitment
<p>Training Methodology</p>	<p>The training methodology will include short lectures, role-plays, games, activities, presentations, discussions, case studies with continuous evaluation and real time feedback.</p>