



# CERTIFIED



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Improving your business is our business





# CERTIFIED Customer Care

## CCI Institute

The Customer Care Institute—USA (CCI) is an international resource organization that assists Customer Care Professionals with improving the delivery of Customer Care. CCI's resources include:

- Customer Care certification courses
- Front-line skills and management training
- Customer satisfaction measurement programs
- Customer Care assessments
- Other programs designed to improve customer loyalty

CCI conducts and monitors research on Customer Care issues, identifies emerging trends, organizes forums and workshops and publishes the *Customer Care Update*.

CCI has become a benchmark for Fortune 500 companies. Over 7,000 Customer Care professionals have joined the Institute and it has assisted companies such as **TOYOTA, Bell-South, General Electric-GE, DirecTV, CHEVRON, Dunkin' Donuts** and **NESTLE** with enhancing their Customer Care programs.

Over the past four years, the **Better Business Bureau of Metro Atlanta** has consistently selected CCI to deliver Customer Care training for its members.

## Certification Exam Process

- To achieve certification, participants in this course must successfully complete a certification exam within four weeks of completing the course.
- The exam consists of 100 questions - a combination of True/False, Multiple Choice, and Essay. The essay will be completed and returned to the Institute via email.
- The Exam will be scheduled and conducted through **ADNAR Group**.
- Exam duration is two to three hours.
- The exam is "**open book**" - the notebooks received in the certification workshop and any other notes made during the course by the participants can be used during the exam.





# CERTIFIED

## Customer Care Manager

### Certification Overview

Validate management skills and receive the latest tools and techniques required to successfully manage a Customer Care function. This comprehensive four-day course covers a wide range of key disciplines including Culture, Customers, People, Technology, and Processes.

### How will you benefit

Participants in this course will gain:

- A thorough understanding of The Five Pillars of Customer Care
- The most current information on Customer Care issues, trends, strategies and solutions
- The keys to creating a customer-focused culture
- Proven methods for keeping employees engaged and customers loyal
- Guidelines for implementing efficient processes that support the smooth, successful delivery of soft skills
- What to do and what you must avoid, when making Customer Care technology decisions
- Worldwide industry recognition as a **Certified Customer Care Manager**.

### Course Outline:

#### Culture

- Customer Focus
- Leadership
- Organizational Structure
- Vision/Mission Statements

#### People

- Coaching
- Communication
- Employee Satisfaction
- Hiring
- Motivation
- Recognition
- Training

#### Processes

- Complaint-Handling
- Management Reporting
- Outsourcing
- Performance Measurement

- Process Improvement
- ROI (Return on Investment)
- Satisfaction Measurement

#### Customers

- Customer Communication
- Customer Satisfaction
- Customer Loyalty
- B-to-B and B-to-C

#### Technology

- CRM software
- Customer Self-Service
- Interactive voice response (IVR)
- Knowledgebase
- Service Quality Monitoring
- Speech Recognition
- Telecommuting
- Virtual Representatives

### Who should attend

This workshop will be most valuable to **Managers and Assistant Managers** working in:

- Customer Care
- Consumer Relations
- Field Service
- Teleservices Customer Service
- Call Centers
- Help Desks
- Customer Support



# CERTIFIED

## Customer Care Supervisor

### Certification Overview

This three-day course covers the basic skills and knowledge required to successfully supervise and lead front line employees in a Customer Care function. This course teaches the tools, techniques and skills required to keep employees motivated, productive and satisfied.

### How will you benefit

Participants in this course will learn how to:

- Identify their individual leadership style
- Understand the three V's of communication
- Write SMART goals
- Use different decision style strategies
- Delegate tasks to staff
- Deliver corrective feedback
- Give clear instructions
- Use responsive listening

### Course Outline:

#### Leadership Style

- Situational Leadership Profile
- Creating a team environment
- Making the transition to supervisor
- Interpersonal skills

#### Motivation

- Setting Expectations
- Determining and ensuring capabilities
- Rewarding, recognizing, reinforcing
- Empowering employees

#### Time Management

- Planning and organizing
- Identifying roles and responsibilities
- Delegating
- Decision-making

#### Coaching

- Handling people/performance issues
- Providing employee feedback
- Giving instructions
- Responsive listening

### Who should attend

This workshop will be most valuable to **Supervisors, Team Leaders and high-potential front line employees** working in:

- Customer Care
- Consumer Relations
- Field Service
- Teleservices
- Customer Service
- Call Centers
- Help Desks
- Customer Support





# CERTIFIED

## Customer Care Professional

### Certification Overview

With this two-day course, equip your frontline representatives with the skill set, they need to keep your organization strong, no matter what challenges you face in the marketplace. Our course is packed with powerful strategies to cultivate world-class customer service in your company.

### How will you benefit

Participants in this course will learn how to:

- Identify and meet customer expectations
- Communicate effectively with customers
- Manage customer perceptions
- Deal with different types of customers
- Respond effectively to in-person and telephone customer contacts
- Write effective emails and letters
- Manage stress

### Course Outline:

#### Customer Care Basics

- Impact of a satisfied customer
- Value of a customer
- Customer expectations

#### Managing Customer Perceptions

- Perception is reality
- Creating positive perceptions
- Avoiding negative perceptions
- Taking responsibility

#### Dealing with Different Customer Types

- The Platinum Rule
- Assertive customers
- Angry customers
- Talkative customers

#### Managing Stress

- What are stresses
- Responding to stress

- Effect of interruptions
- Strategies for courtesy under stress
- Stress busters

#### Communication Fundamentals

- The communication process
- Communication challenges
- Communicating exceptional service

#### Responding Face-to-Face and by Phone

- Listening effectively
- Asking questions
- Interpreting information
- Offering a solution

#### Writing Effective Emails and Letters

- Assessing your writing style
- K.I.S.S. strategy
- Using active voice
- Opening and closing sentences

### Who should attend

This course is for anyone who has direct contact with customers, such as Customer service representatives, call center agents, bank tellers, hotels & hospitals front desk representatives and everyone that works as a front liner.





# CERTIFIED Customer Care

## Certifications Directors & Courses Leaders



**Dr. Susan Lind, *Director of Learning* - Customer Care Institute.**

Sue has over 25 years of training development and human resource experience in a variety of industries, including retail, banking, utilities, chemical, education and consulting.

During her eight years with Federated Department Stores, Sue created, managed and coached the customer service department in Federated's flagship Atlanta location. While there, she also managed the Human Resources function for the 1,000-employee store.

Sue's six years at Bank of America included custom-designing training for the BankCard, Insurance, Trust, Investments, Corporate and Retail Bank internal client groups. Her customer service training program, the first in history for C&S, a predecessor bank, reached over 2,100 customer service representatives.



**Russ Schmuhl, *Director of Advisory Services* - Customer Care Institute.**

Russ is a highly-respected Customer Care professional with a diverse background in Business-to-Business and Business-to-Consumer service functions. Russ joined the Customer Care Institute from SUPERVALU, a leading wholesale food distributor and retailer.

As Corporate Director of Customer Service for SUPERVALU, Russ led the initiative to bring all of its decentralized Customer Service activities into one location. He successfully developed the site, systems, telecommunications, training and innovative hiring processes required to handle the over 800,000 inbound calls received annually. He was responsible for a staff of 150 that handled retailer and consumer issues for 3,500 stores and 26 distribution centers across the nation. He promoted process improvement initiatives based on customer input, and he and his staff "sold" their process improvement expertise to other internal customers.

Prior to joining SUPERVALU, Russ spent 25 years in a variety of service roles at Polaroid Corporation, most recently as the Director of Worldwide Customer Service Process, serving as the process owner for all consumer and customer activities from order fulfillment to consumer satisfaction worldwide.



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