

## Certified International Customer Service Professional (CICSP™)

***The International Academy of Project Management is delighted to add the Certified International Customer Service Professional (CICSP™) to our portfolio of professional designations.***

***By attending this interactive course you will be equipped with the skills to:***

- Understand and appreciate the importance of delivering world class customer service
- Understand the importance of a successful Customer Relationship Management Strategy
- Develop a positive mental attitude and the self belief needed to deliver world class service
- Communicate effectively in a variety of styles and situations
- Handle complaints effectively
- Create a powerful personal presence
- Take control of all phone calls with a professional and dynamic image
- Negotiate effectively
- Understand the dynamics of human behaviours
- Plan and manage your own personal success

### ***Who should attend?***

This highly practical and interactive course has been specifically designed for:

- Customer facing staff
- Telephone based staff
- Anyone involved in delivering customer service within the organisation:
  - Internally
  - Externally
  - Account and product enquiries
  - Complaint handling
  - Account Managers
  - Line Managers



## Course Overview

Customer service is, to customers, one of the most visible and significant aspects of their perceptions of the organisation. It will shape their opinions and will often be the differentiator even above pure price. For customers the quality of customer service determines whether to buy, and particularly whether to remain a customer.

Customer service matters because **everybody** in **every** organisation either helps customers **directly** or helps colleagues (**internal customers**) who serve the paying customer. Customers can be described as fellow colleagues in addition to anyone that interacts with the organisation.

Service creates and makes a company brand but also has the potential to destroy a business where the service falls short of customer expectations.

It is worth remembering that you have more opportunity to delight or lose a customer than the CEO! By pulling together and delivering great service, you will become a part of building the organisation but get increased levels of satisfaction.

## Added benefits of attending the **CICSP™** Course

- The ability to use the designation **CICSP™** on your business card and resume
- Lifetime membership to the IAPM professional body
- Access to the IAPM network and body of information online
- Gold embossed **CICSP™** Certificate with your name and designation as MIAPM (Member of the International Academy of Project Management)
- The **CICSP™** shows that you have completed advanced level customer service excellence education and that you have the skills and experience to effectively operate on a national, regional and global level
- **The CICSP™ certification will be received approximately one month following the close of the workshop**

## Meet Your Expert Course Trainer:



**Nick Bishop** is currently based in the UK .An experienced Manager with a successful background in the Financial Services and Insurance Industries in both Sales and Service. Nick brings twenty years of management knowledge gained from leading blue chip companies and is trained in a number of coaching methodologies. In the UK, Nick has delivered workshops within Bank of Scotland, NHS Direct, Argos and many public sector bodies in addition to delivering key note talks at both conferences but also government forums. Nick has spent 18 months delivering workshops for the BPO sector in Botswana under a government funded initiative.

## The IAPMTM Training Style

IAPM employ “best practice” training – called “blended learning”. This involves classroom lecturing, high intensive case study / role playing reviews, classroom interaction and feedback, one to one coaching from the facilitator, and a final examination. IAPM have found this to be one of the most effective training methodologies to date and many large multinationals and training companies have already taken up this “blended learning” methodology.

## This course is professionally and Internationally recognised

Recognition comes at 3 levels: international, corporate and individual

- At the international level, the **CICSP™** is a recognised program by the International Academy of Project Management (IAPM) and the International Academy of Financial Management (IAFM) the Institute of Certified eCommerce Consultants.
- At the corporate level, the **CICSP™** course has been developed as the result of active discussions with a multitude of customer facing global companies and has been designed to meet the growing demand for advanced Customer Service Excellence training localised, national and international markets
- Specifically this course has been designed by Customer procurement experts with cross industry and international experience
- At the Individual level participation in this certified course will provide the attendee with expert knowledge of Customer Service Excellence giving greater confidence in a very practical professional and in demand skill thereby increasing the likelihood of success in his/her career advancement or job search.

# Certified International Customer Service Professional (CICSP™)

- **Understand and appreciate the importance of delivering world class customer service**
  - Why it is the only option.
  - What has to happen
  - Why everyone makes a difference
  - Setting standards
- **Understand the importance for a successful Customer Relationship Management Strategy**
  - What is Customer Relationship Management
  - The importance in modern business
  - How the organisation embraces a CRM strategy
  - Your role
- **Develop a positive mental attitude and the self belief needed to deliver world class service**
  - How to develop a winners mentality
  - Understand why we think the way we do
  - Develop a mind set that helps you and those around you to be brilliant all the time
- **Communicate effectively in a variety of styles and situations**
  - The barriers
  - The different types of communication
  - Aggressive / Assertive/Passive
  - Listening Skills
  - The changes needed
- **Handle complaints effectively**
  - Why they happen
  - How they can be used to our advantage
  - The different types of complainer
  - How to handle the complainer
  - Complaint resolution
- **Create a powerful personal presence**
  - Gaining Control
  - Winning hearts and minds
  - Adapting to the environment
  - Your style
- **Take control of all phone calls with a professional and dynamic image**
  - The principle telephone techniques
  - The bad experiences explained
  - The good experiences understood
  - Building rapport
  - Controlling the call
- **Negotiate effectively**
  - Fundamentals
  - Techniques
  - Process involved
- **Understand the dynamics of human behaviours**
  - How people think and react
  - How individuals emotions work
  - How you can use this to your advantage
- **Plan and manage your own personal success**
  - Your own beliefs values and actions
  - Taking personal responsibility for YOU
  - Learning from feedback
  - The successful new you

**The programme will include a series of group exercises, a personality profile and case studies with a high level of audience interaction.**

## **CICSP™ Examination\***

*Only those who successfully complete the examination and participate effectively in the course case studies will receive Certified International Customer Service Professional CICSP™ designation.*