



CUSTOMER SERVICE MANAGER CERTIFICATE

CUSTOMER SERVICE MANAGER CERTIFICATE (CSMC)

STUDY GUIDE

Sponsored by:



Accredited Certification Institute (ACI)

TABLE OF CONTENTS:

Please use this guide to assist in preparation for your Customer Service Manager Certificate (CSMC) exam.

The contents of this study guide are as follows:

- I.** An Overview of Accredited Certification Institute
- II.** Customer Service Manager Certificate Details and Timeline
- III.** Required Readings
- IV.** Customer Service Manager Certificate Exam Preparation
 - 1. Exam Composition
 - 2. Terms and Concepts to know
 - 3. Sample Questions
- V.** Frequently Asked Questions
- VI.** Sample Question Answers

1. Accredited Certification:

Accredited Certification Institute is the leading online program for specialized niche business certification programs. The team behind Accredited Certification Institute is comprised of industry experts in niches including online marketing, project management, public relations, consulting, and many more.

This experience, combined with our advisory board's expertise in online education and training, is what makes it possible to provide the training and certification programs found on our website.

Accredited Certification Institute is a global training and certification organization that has provided practical industry-specific certification to over 20,000 clients from the United States, Europe, and more than 75 other countries around the world.

We provide high value training programs that provide function knowledge on very specific business topics such as public relations, online marketing, project management, international business, and consulting.

Accredited Certification Institute's Mission: To provide professionals with high impact business training and certifications in niche subject areas that are functional and immediately beneficial.

Accredited Certification Institute helps you to:

- Quickly gain specialized knowledge in highly valuable business niches.
- Enhance your credibility, resume, and overall value in the marketplace.
- Complete our training programs in a few months from anywhere in the world.

Our programs accept participants year-round and are flexible to work with your current work schedule and academic constraints. You can complete one of our programs in 2 months or 2 years; the choice is yours.

MASTER'S CERTIFICATE PROGRAMS: Accredited Certification Institute is proud to offer several advanced Master's Certificates that require the completion of five programs from Accredited Certification Institute platform.

To learn more about these Master's Certificates and how to earn one, please see our website: <http://Certification.com/Masters-Certificate>

2. CSMC DETAILS AND TIMELINE:

PROGRAM DETAILS:

The **Customer Service Manager Certificate (CSMC)** certification program is unique in that it is modeled after many online courses offered at Ivy League institutions today, offering more value for a cost-effective program. The CSMC Program is a self-study program that includes educational multimedia resources in video form, a study guide, required readings, and a flexible online examination process, accessible around the world.

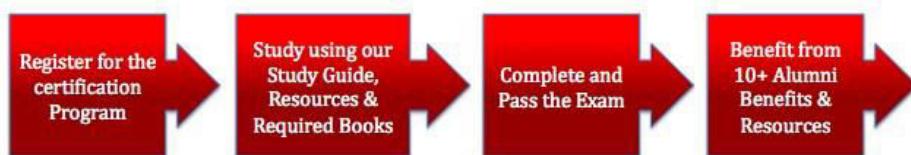
The online exam is structured so that to complete the exam within the 2-hour time frame one must read through all the assigned materials and conceptually understand the material to score well enough to pass the exam.

Our goal is to offer the most challenging program in the industry while also providing all the learning tools possible to ensure participants get the most out of the experience. By testing the knowledge depth and comprehension from the materials digested, the CSMC certification prepares individuals for successful, real-world application.

The Customer Service Manager Certificate (CSMC) program is sponsored and offered by Accredited Certification Institute. This certification program is designed to show and certify that you have gained an in-depth understanding and high-level, specialized knowledge.

In addition to the benefits of gained knowledge, growing industry recognition, more knowledgeable career choices, and our organization is also developing additional resources for CSMC Participants. This includes video and MP3 recordings on Q&A or strategies and tactics, webinars, access to interviews with internet marketing professionals who have more than 10 years of experience in the industry, among many more benefits.

4 STEP CERTIFICATION PROCESS



The experts interviewed for this customer service certification include:

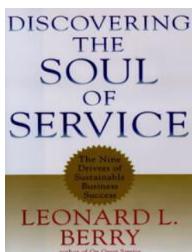


Mark Hunter: Mark Hunter has over 25 years of experience in customer service, marketing, and sales. He now acts as a sales consultant helping his clients find and retain valuable customers. He works with small 5-10 person companies as well as Fortune 500 multi-billion dollar corporations so he knows what leads to a valuable combination of sales and customer services.

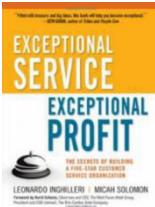


strategies as well.

Marilyn Suttle & Lori Joe Beth: Marilyn and Lori are experts in customer service and customer loyalty training, management, and improvement. Their combined experiences include providing customer service management training to 100's of clients, performing customer service themselves for over 10 years, and helping other improve their customer retention and growth



Leonard is a customer service expert and author of Discovering the Soul of Service. In this expert audio interview, he shares over a dozen insights and lessons on how to improve your firm's customer service starting today.



Leonardo Inghilleri: Leonardo is the President of Inghilleri Consulting Group; he is a keynote speaker on customer service and organizational effectiveness. His firm provides consulting services to help his business clients get better results from their investment in their staff. Leonardo is the author of Exceptional Service Exceptional Profit which is pictured to the left here and he shares many insights from this publication in audio format during this recorded phone call.

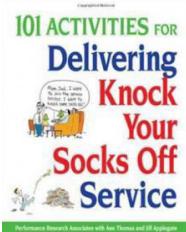


Jens Moeller: Jens is a consultant, author, speaker and founder of Jens Moeller Consulting. Jens helps clients retain more customers through improving their customer service and business cultures internally.



John Julius: John is a bestselling author, consultant, and speaker on customer service. John runs two companies; the first is a chain of salons and spas which has grown to be a top 20 chain in the United States. He also runs a customer service speaking, writing, and

consulting business, one of his books is called Customer Service Revolution and he shares valuable best practices within this expert audio interview



Ann Thomas: Ann is a consultant and author; she has over 20 years of customer service experience. Ann consults with organizations to help them focus on service and improving the customer experience. One of her books, featured here on the left is 101 Activities for Delivering Knock Your Socks Off Customer Service and in this expert audio interview she shares a lifetime worth of wisdom on improving your company's customer service.

CUSTOMER SERVICE MANAGER CERTIFICATE VIDEO MODULES:

1. Brand Loyalty
2. Customer Service Rapport Building
3. How to Manage Customer Service Departments & Professionals?
4. Customer Service = Public Relations
5. Turning Customer Service Work into a Marketing Asset
6. Leveraging the Power of Liking in Customer Service
7. Leveraging the Power of Social Proof in Customer Service
8. Leveraging the Power of Commitment in Customer Service
9. Leveraging the Power of Reciprocity in Customer Service
10. Leveraging the Power of Authority in Customer Service
11. Leveraging the Power of Liking in Customer Service
12. Leveraging the Power of Authority in Customer Service
13. Simulating the Mastermind for Customer Service Management
14. How to Get a Customer Service Internship?
15. Effective Communication

16. Solving Problems
17. The Customer
18. Customer Loyalty
19. Marketing Your Business
20. Mindshare 101
21. Voice Tone & Pace Tips for Customer Service
22. Word of Mouth: Definition & Overview
23. Communication Techniques
24. Using Body Language in Customer Service
25. How to Read Body Language to Improve Your Customer Service Skills
26. Phone Based Customer Service Tips
27. Customer Service Employee Empowerment Tips
28. Dealing With Difficult Customers
29. Turning Satisfied Customers Into Loyal Customers
30. Customer Service Tools
31. Customer Service Mistakes
32. Customer Loyalty 101
33. Customer Service as a Sales Vehicle
34. Customer Service Motivators
35. Customer Service Call Center Trends
36. Call Center Customer Service Overview
37. Call Center Customer Service Best Practices

TIMELINE & EXAMINATION DATES:

Programs are offered through open enrollment, making our programs 100% flexible with your current work or academic schedule. After joining you may select an examination date that works best for you. We offer the certification exam on the 1st Wednesday of each new month.

The Accredited Certification Institute exams are administered 100% online.

BENEFITS OF THE CSMC:

- Specialized knowledge and instructions on how to attract, retain, and create loyal clients to build business through exceptional customer service.
- Confidence, an improved resume, and the right tools to use when facing customer service challenges.
- Training on customer service fundamentals and best practices that may be used in phone, in-person, email, or click-to-chat settings.
- that you have mastered a certain level of customer service and loyalty specific knowledge by passing our online examination, all alumni receive a certificate showing their accomplishment within our program.
- Exclusive Access to tools and multimedia training resources found online within the CSMC Certification Program.
- Add the CSMC Designation to your resume, assuring employers that you are dedicated to working in the industry, passionate about learning more, and able to work more efficiently after being promoted or hired.

PARTICIPANTS OF THE CSMC PROGRAM CAN INCLUDE:

- Individuals interested in furthering his/her education and knowledge in business, customer service, and management of a customer service team
- Business owners looking to improve their company's customer service
- Seasoned management professionals looking to enter the customer service industry
- New business professionals who have just taken a position as head of a customer service team
- Customer service managers looking to improve their customer service knowledge and leverage the changes the customer service industry has experienced in the past 10 years

LEARNING OBJECTIVES/GOALS OF THE CSMC

- To obtain broadest spectrum of knowledge regarding the behavior and strategies needed in securing a loyal customer base.
- An understanding of the intricacies of customer loyalty.
- The right information needed to manage the people who your customers interact with.
- Successful, proven tactics from the best sources that is applicable for the real world.

THE CSMC EXAM WILL TEST PARTICIPANTS IN 6 MAIN AREAS:

1. Customer Service Overview:
 - a. Industry trends
 - b. Common practices
 - c. The current landscape
2. Customer Loyalty:
 - a. What defines it
 - b. What is the goal of any service provider?
 - c. Practices to pursue and secure it.
3. The Customer:
 - a. What creates and influences their perceptions and expectations.
 - b. Their needs and wants; how to uncover them
4. Problem Solving
 - a. How to handle issues
 - b. Work within acceptable terms to satisfy the customer
 - c. Dealing with difficult situations and people
5. Company Culture and Organizational Leadership
 - a. How company culture, attitudes and leadership impact customer service
 - b. The existing skewed perceptions and what companies must do to improve
6. Effective Communication Skills
 - a. Phone
 - b. Email
 - c. Phrases
 - d. Evaluation techniques

III. REQUIRED READING

1. Delivering Knock Your Socks Off Customer Service by Kristen Anderson and Ron Zemke. ISBN :0814479707
2. Building Great Customer Experiences by Colin Shaw and John Ivens. ISBN 1403939497
3. Customer Satisfaction is Worthless; Customer Loyalty is Priceless by Jeffrey Gitomer ISBN: 188516730X

CSMC EXAM PREPARATION

EXAM COMPOSITION:

There is a total of 100 points available to earn for the exam, 80 of which can be earned from the multiple choice or true/ false questions that are worth 1 point each.

Please see below for the composition and distribution of the points in-depth.

Topics and Weights	
Customer Service Overview	14 MC questions (14 pts)
Customer Loyalty	12 MC questions (12 pts)
The Customer	14 MC questions (14 pts)
Problem Solving	14 MC questions (14 pts)
Company Culture & Organizational Leadership	12 MC questions (12 pts)
Effective Communication Skills	14 MC questions (14 pts)

You will have 2 hours to complete the exam. Those who have not made the effort to read the materials will have a hard time completing the exam within the allotted time, but for participants who have read the required readings 2 hours will be sufficient.

To pass the CSMC certification and earn the CSMC title, participants must earn a minimum grade of 80%.

TERMS AND CONCEPTS TO KNOW:

Below, please find the exam topics and the corresponding terms and concepts that you should be able to define after having read the required readings.

Please define the terms from the required readings rather than a dictionary. You will be tested on the definitions that authors have written.

Customer Service Overview

- Competitive advantage
- Brand
- Differentiation
- Customer experience (CE)
- The physical CE

- The emotional CE
- Expectations
- Word of mouth
- Embodying the brand
- Commoditization
- Call centers
- Product
- Perception
- Brand promise

Customer Loyalty

- Loyalty
- Trust
- Transparency
- CRM –Customer Relationship Management
- Tangibles
- Responsiveness
- Reliability
- Reassurance
- Reassurance
- Internal customers

The Customer

- Stages of the customer experience
- Attitude
- Motivators
- Closed ended vs. opened-ended questions
- Asking questions
- Emotional intelligence
- Motivations
- The catch point
- Consistency
- Standards
- Initiatives

Problem Solving

- Emotional awareness
- Empathy
- Business objectives
- Benchmarking
- Internal communication
- Rule breaking-types of rules
- Measures
- Targets
- Satisfaction
- Promises

- Taking responsibility
- Apologies
- Recovery

Organization and Culture

- Culture
- Empowerment
- Operations
- Awareness
- Overlaps
- Transactional costs
- Ownership
- Involvement
- Consistency
- Inside-out culture
- Outside-in culture
- Defined Culture
- Aligned culture
- Signed culture
- Designed Culture
- Leadership
- Multi-channels of communication

Effective Communication

- Greetings
- First impressions
- Visual impressions
- Accountability
- Non-verbal communication
- Listening
- Trigger words
- Rapport building
- Transferring calls
- Satisfactory
- Policy
- Rules
- Voice tone and pace
- Body language
- Sympathy

SAMPLE QUESTIONS:

1. Which one of the following is NOT a reason for current poor customer service?
 - a. No written principles
 - b. Infrequent employee training
 - c. The goal is to satisfy customers

d. Fierce competition

2. The key Customer Experience Differentiator is:

- a. Price
- b. Features
- c. Feelings
- d. Quality

3. One of the major evaluations of customer service is responsiveness. An example of responsive service that goes above and beyond to provide the ultimate experience is:

- a. A short call queue
- b. Asking the customer their time needs and then agreeing to and delivering on that request.
- c. Giving the customer a time window for product/ service delivery, aka. 'ready next week...' to not over promise and under deliver.
- d. Providing a comfortable waiting area with beverages, magazines, etc.

4. Which of the following is NOT a major evaluation of exceptional customer service?

- a. Reliability
- b. Assurance
- c. Satisfaction
- d. Tangibles

5. Often overlooked, competitive advantages aren't the most obvious. An example of a clothing retailers would be:

- a. Best value
- b. The most prevalent advertising
- c. Celebrity endorsements and expert accolades
- d. A non-expiring return policy

6. What is the fundamental aspect of great customer experiences that result in long-term competitive advantage?

- a. Emotional connection
- b. Proven reliability
- c. Actualized value
- d. Ultimate convenience

7. The value of retaining existing customers is undeniable. Per the Technical Assistance Research Programs, Inc. (TARP), at least how much more does it cost to obtain a new customer than to keep a current one?

- A. 5 times as much
- B. Double the amount
- C. Up to 2 percent more depending on advertising quality
- D. 10 times as much

IV. FAQ (FREQUENTLY ASKED QUESTIONS):

Have more questions or need more information? Please see our constantly updated FAQ (Frequently Asked Questions) section on the Accredited Certification Institute website here at <http://Certification.com/FAQ/>

You can also get in touch with the Accredited Certification Institute team over email at Team@Certification.com, by phone at 305-503-9050 and through our ClickAndChat tool, accessible from our homepage: <http://certification.com>

Thank you for joining Accredited Certification Institute. Please let us know if you have any questions.



Accredited Certification Institute (ACI)

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SAMPLE QUESTION ANSWERS:

Please see the following answers to the sample questions provided. A brief explanation was given for each answer and why the other options were incorrect. If you didn't do as well as you thought you would have, please consider re-reading the books or supplementary readings as the sample questions were drawn directly from them.

1. **D** - Customer service is how companies gain the edge over that fierce competition; it isn't a hindrance but a necessary reality that exceptional customer service is critical.
2. **C** - Feelings: Emotion is what comprises an experience and differentiates it from the classic components of a customer's purchase.
3. **B** - Determining the customers' specific needs is a critical in delivering the best of service. Instead of giving them your timeline, work as best you can (without under promising) around their schedule. The more specific the time, the better... widows of time are frustrating, even if you must make it a little longer, it's best to be as exact as possible.
4. **C** - Satisfaction is just that...it does not denote loyalty, the ultimate result of exceptional customer service. Just because a customer is satisfied, doesn't guarantee they'll continue to be a customer.
5. **D** - While importance of the other factors certainly exists, it's the extras that add to the experience for a customer, such as the ability to return a good whenever. The feeling of security and concern the shopper has because of that term will carry them toward the loyalty level.
6. **A** - The emotional aspect is what reigns in repeat purchasers; all the other elements can be sought elsewhere, however, a feel-good interaction will steer a customer back above all else.
7. **A** - It costs at least 5 times as much to win new customers than to maintain current customers, and in certain industries the ratio can be as high as 21.

SAMPLE QUESTION ANSWERS:

Please see the following answers to the sample questions provided. A brief explanation was given for each answer and why the other options were incorrect. If you didn't do as well as you thought you would have, please consider re-reading the books or supplementary readings as the sample questions were drawn directly from them.

- 8. D** - Customer service is how companies gain the edge over that fierce competition; it isn't a hindrance but a necessary reality that exceptional customer service is critical.
- 9. C** - Feelings: Emotion is what comprises an experience and differentiates it from the classic components of a customer's purchase.
- 10. B** - Determining the customers' specific needs is a critical in delivering the best of service. Instead of giving them your timeline, work as best you can (without under promising) around their schedule. The more specific the time, the better... widows of time are frustrating, even if you must make it a little longer, it's best to be as exact as possible.
- 11. C** - Satisfaction is just that...it does not denote loyalty, the ultimate result of exceptional customer service. Just because a customer is satisfied, doesn't guarantee they'll continue to be a customer.
- 12. D** - While importance of the other factors certainly exists, it's the extras that add to the experience for a customer, such as the ability to return a good whenever. The feeling of security and concern the shopper has because of that term will carry them toward the loyalty level.
- 13. A** - The emotional aspect is what reigns in repeat purchasers; all the other elements can be sought elsewhere, however, a feel-good interaction will steer a customer back above all else.
- 14. A** - It costs at least 5 times as much to win new customers than to maintain current customers, and in certain industries the ratio can be as high as 21.