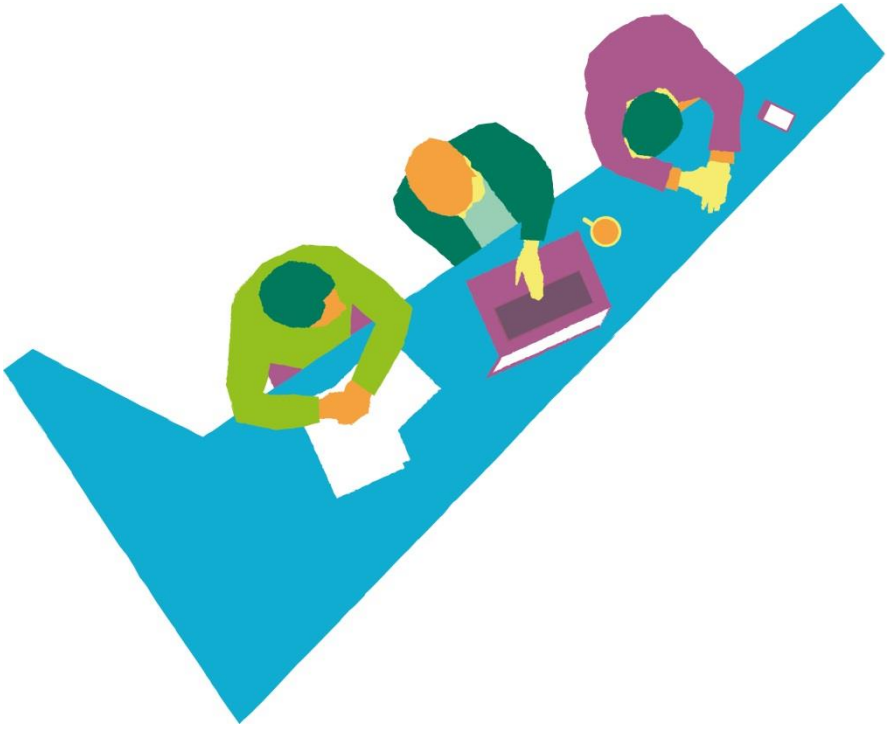
The Institute of Customer Service

Customer Service Management Qualifications

Qualifications for leaders that are committed to delivering excellent customer service

QUALIFICATIONS



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Customer Service Management Qualifications

The Institute has developed a course designed to maximise the potential and effectiveness of customer service managers by providing a professional grounding in key aspects of customer service management.

The qualifications cover a mix of theory, strategy and practical implementation and is designed for immediate use in the customer service operational context.

The objective of the qualifications is to improve managers' skills, competences and effectiveness and increase their impact on the organisation's performance.

The qualifications' unique combination of customer service and management development focuses on maximising individual learning potential and translating it into tangible operational and business benefits.

The course modules provide a theoretical framework as well as practical tools and techniques which help managers to:

- Develop a team culture of high performance
- Implement effective customer service strategies
- Create improvement plans

This will be beneficial for managers responsible for customer service operations, and both those developing and implementing customer service strategy.

The benefits for organisations

- Improve your managers' and leaders' skills, competences and effectiveness in order to increase their impact on your organisation's business performance
- Enable your leaders and managers to improve customer service, employee engagement, efficiency and profitability
- Broaden the strategic awareness of your customer service managers and leaders through access to the latest customer service research and thinking
- Maximise the potential of customer service talent by giving independent professional recognition of skills and providing a path for career development
- Increased recognition for customer service leadership and management within your organisation

Discounted rates are available where multiple candidates from one organisation enrol onto this course, even if start dates are different.

Learning outcomes and benefits for customer service managers

- Develop personal learning objectives to advance skills and competence, improving performance in current and future roles
- Improve recruitment and management of high-performing teams
- Build understanding of the use of technology and infrastructure to achieve customer service improvements
- Develop understanding of how to use customer service measurement and benchmarking
- Understand how to perform financial and risk management in a customer service context
- Gain knowledge and understanding of project management principles that can be applied to customer service related improvement projects
- Learn tools and techniques to evaluate customer service performance, identify areas for improvement and develop service implementation plans
- Develop a real-life operational plan or service strategy for your organisation which focuses on delivering tangible business benefits
- Eligible for Management Level Individual Membership of The Institute of Customer Service. Benefits include access to an online Continuous Professional Development tool; use of the designatory letters, MMICS; and copies of Customer Focus, The Institute's magazine for customer service leaders

About the course

Course structure

The course consists of eight modules covering the essential skills, knowledge and competences required for effective customer service management. These are organised so everyone follows module 1-6 and then a choice is made between Management or Strategy and the relevant modules A and B are taken.

Modules 1-6 each include three short assignments which are marked and reflection points which are not. Modules A and B include a final marked assignment which is the main measure for the final assessment.

Course duration

The course takes 12 months to complete and typically, requires about 240 hours of study time (typically 4–5 hours per week). Study is a combination of online learning for each module, which include tutor reviewed practical assignments, and four tutor led workshops to provide consolidation of learning. Throughout the course, online tutor support is available.

Resources to support learning

Most learning is accessed online through specially developed materials created for each module. In addition each module includes recommended reading to broaden understanding. Online tutor support is available for each module.

Each course includes four learning days which are led by an Institute-accredited tutor. Learning days provide the opportunity to deepen and reinforce learning as well as share perspectives with customer service managers from a range of organisations and sectors.

Assessment

The six core modules deliver the learning framework and modules A and B provide the main assessment. In these two modules, participants use their learning to complete an assignment based on real operational or strategic projects relevant to their professional role. In this way, the courses combine personal development with a practical focus on applying learning to achieve tangible direct business benefits. Successful outcome would be pass or distinction.

The qualifications have been benchmarked against levels 5–6 of the National Qualifications Framework.

Course modules

Introduction Introduction to the customer service management qualifications	Provides an overview of the Customer Service Management and Strategy qualifications with further details on the structure and expectations.
Module 1 Principles of Customer Service Management and Leadership	This module gives an introduction to the key principles of customer service management and leadership including the World Class Customer Service Model.
Module 2 Recruiting, managing and developing a high performing customer service team	Covers the essential attributes of building a high performing team including recruitment, management, assessment, standard setting, performance, coaching, motivation and development
Module 3 Digitalisation, data and working processes	Explores the use of technologies, infrastructure and applications in improving customer service delivery and how to deploy this in specific operational contexts
Module 4 Customer service measurement and benchmarking	Tools and techniques on using benchmarking and measurement to drive improved customer service performance
Module 5 Financial and risk management in customer service	Understand how to evaluate risk, develop financial measurement and present it with credibility to key stakeholders
Module 6 Project management in customer service	Use project management tools and techniques to identify, scope, plan and implement effective projects that improve customer service performance
Module A **Management route** Reviewing your team's delivery of customer service strategy	Use strategic analysis techniques to evaluate your team's delivery of customer service, identify strengths and areas to improve, and present the review outputs to gain stakeholder buy-in
OR **Strategy route** Reviewing a customer service strategy	Use strategic analysis techniques to review your organisation's customer service strategy and identify strengths and areas for improvement to inform future strategy development. Present the findings to stakeholders to gain buy-in
Module B Including end of course assignment **Management route** Developing a customer service improvement proposal	Develop a customer focused service improvement proposal for your team with supporting documentation, showing clear, measurable goals that address specific opportunities or problems and is ready to be implemented in the organisation
OR **Strategy route** Developing a customer service strategy	Develop an integrated customer service strategy for your organisation including clear vision, objectives, critical success factors and measures, how stakeholder buy-in will be achieved and change will be managed and monitored

Training and development

As the professional body for customer service The Institute offers a range of products, services, research and insight to support development and improve the skills and abilities of customer service professionals. For more information visit www.instituteofcustomerservice.com

T: 020 7260 2620
E: enquiries@icsmail.co.uk
instituteofcustomerservice.com

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