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**SYLLABUS: CUSTOMER SERVICE MANAGER CERTIFICATE (CSMC) – CRN# 30119**

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**Program Director:** Logan Gelzer**Exam Dates:** First Wednesday of the New Month.**Email:** [Team@BusinessTraining.com](mailto:Team@BusinessTraining.com)**Phone:** 305-503-6172**Time:** Self-Paced Program**Location:** 100% Online**Twitter:** @BusTraining**LEARNING PLATFORM INCLUDES:**

- 37 Video Modules (Download or Stream Online)
- 7 Expert Audio Interviews in Mp3 Format (Download or Stream Online)
- Strategic Project
- Self-Grading Practice Examination (Excel Format)
- Required Readings

**DETAILED PROGRAM INFORMATION CAN BE FOUND IN THE CSMC STUDY GUIDE****LEARNING OBJECTIVES/ GOALS OF THE CSMC PROGRAM:**

- Customer Service Fundamentals
- Customer Loyalty
- Customer Influencers
- Problem Solving & Customer Service
- Company Culture and Leadership
- Effective Communication Skills

**BENEFITS OF COMPLETING THE CSMC:**

- Add the Customer Service Manager Certification to your resume, business cards, client proposals, and consulting firm's website showing clients that you have invested in your own education and use of best practices within your delivery to them.
- Proof 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.
- Advance your business or career by raising your level of customer service knowledge and increase your ability to work quickly and effectively.
- Exclusive Access to tools and multimedia training resources found online within the Customer Service Manager Certification (CSMC).
- Gain valuable insight into business consulting delivery models, best practices processes, client management techniques and methods you can employ starting today without the need of a costly seminar or conference.

**PREREQUISITES:** We require one year of work experience before candidates are accepted into the CSMC program.

**REQUIRED TEXTS:**

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 Iven's. ISBN 1403939497
3. Customer Satisfaction is Worthless; Customer Loyalty is Priceless by Jeffrey Gitomer ISBN: 188516730X

**REQUIRED TOOLS:** Internet access and an Internet browser with which to take the online exam and to view the program videos. Internet Explorer and Firefox work best, though most browsers should suffice.

**CSMC GRADE BREAKDOWN:**

*Strategic Project:* (100 pts) – Instructions provided in the CSMC Study Guide.

*Exam:* (100 pts)

- 80 multiple choice/true-false questions (80%)
- 2 short-essay questions worth (20%)

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