CIAC Certification & Your Organization

Investing in Professional Certification is Investing in a High Performance Workforce

Testimonials

"The call center's interdependence of people, processes and technology requires highly qualified leaders. The CIAC Certification process is essential to developing your center's management team to understand these dynamics and successfully combine the art with the science to achieve excellence."

Todd Arnold, Senior Vice President Customer Care, Duke Energy

"Our team has varied backgrounds and the learning associated with CIAC Certification helps us communicate and collaborate based on a common understanding of industry recognized best practices."

Tracy Wright, Director of National Call Center Operations, Avon Products

Excellent management is the foundation of any successful call center. There is ample opportunity for call centers to have a direct impact on company performance – whether through improved customer loyalty and retention, increased revenue, cost efficiencies or a combination thereof. But maximizing this opportunity requires true proficiency in ALL aspects of call center management.

ICMI's comprehensive, web-based CIAC certification training and testing program is the first and only industry-recognized, accredited professional certification for the customer management industry – created by the industry for the industry. It ensures that your leaders are fully equipped to leverage the impact of your center on larger corporate goals.

Why Certify your Call Center Management Team?

- **Competitive Advantage:** With today's consumers demanding a high level of service in return for their loyalty and dollars, customer experience has become a key differentiator – and a certified management team is your best investment towards achieving this goal.
- **Employee Retention:** Investing in professional certification breeds employee loyalty and enhanced engagement.
- **Training with Built in ROI:** Because testing takes place throughout the certification process, you are able to see the value and impact of the competency-based training throughout the certification cycle.
- **Unifies Distributed Teams:** The interactive certification process provides a common language that improves communication and collaboration amongst team members.

ICMI's CIAC Certification Program

ICMI certification training does more than just prepare your team for CIAC certification testing. This comprehensive program develops the knowledge, skills and ability necessary to verify true mastery of call center management, and is designed to maximize long-term retention and practical applicability.

Our training is structured to allow for true retention of call center competencies. Team members will acquire tangible skills and comprehension that create real value for your organization and your customers.

This comprehensive program typically takes a little over a year to complete.
Here's how it works:

1. Select the appropriate professional designation

The following designations are available, based on role within the organization:

- Strategic Leader (CCSL)
- Operations Manager (CCOM)
- Management Consultant (CCMC)
- Management Associate (CCMA)

2. Train, then test, in each of the following competencies:

- Leadership & Business Management
- Operations Management
- People Management
- Supporting Strategies

Each competency includes 6 90 minute classes (one/week), followed by testing

3.Complete a work product assignment (CCSL and CCOM designations only)

4.Certification granted; Recertify every 3 years

Recertification requires completion of a Work Product Assignment detailing how the candidate is utilizing the CIAC standards and concepts in every day contact center life, as well as Continuing Education Credits.

ICMI is commited to functioning as a valuable resource throughout this rigerous process by providing the training and support necessary to help you achieve your certification goals.

For more information contact ICMI at 800.672.6177 or email icmi@icmi.com today!

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PROGRAM PRICING START IN 2011 FOR BEST PRICING. SAVE UP TO 15%!

In 2012, updated CIAC certification standards and training will be released to reflect the most current industry best practices – and prices will increase for the first time in seven years.

Lock in current pricing by starting the certification process before the end of the year, and we'll include an additional six-week "migration" course covering all the latest standards updates at no additional charge!

Prices include training and testing for all four competencies

2011 Pricing *(current curriculum plus migration course = certification to updated standards)*		
	CCSL/CCOM Designations *includes work product assignment*	**CCMC/CCMA Designations**
Individual students	$4,345	$4,120
Groups *(per student, minimum 20 students)*	$3,500	$3,300
2012 Pricing *(updated curriculum and standards)*		
	CCSL/CCOM Designations *includes work product assignment*	**CCMC/CCMA Designations**
Individual students	$4,750	$4,500
Groups *(per student, minimum 20 students)*	$4,000	$3,800

ICMI International Customer Management Institute

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