Marketing & Sales · MS396

Certified Customer Service Professional (CCSP) – Exam Preparation Programme

Duration	Category	Ref
1 Week	**Marketing & Sales**	**MS396**
Language	Certificate	
English	**Certificate of attendance**	

Introduction

This course is designed to prepare participants for the Certified Customer Service Professional (CCSP) certification. It provides a structured and comprehensive understanding of customer service principles, frameworks, and competencies required to successfully pass the certification exam. The programme focuses on theoretical knowledge, key models, and professional standards in customer service and relationship management.

Course Objectives

By the end of this course, participants will be able to:

- Understand core customer service concepts and frameworks
- Apply customer psychology and behavioural insights
- Demonstrate knowledge of service excellence models
- Identify best practices in communication and customer engagement
- Analyse customer needs and expectations
- Understand complaint handling and conflict resolution approaches
- Prepare effectively for the CCSP certification exam

Course Methodology

- Lectures and Expert Insights: Leading industry experts will share their insights and best practices.
- Case Studies: Analyse real-world talent acquisition challenges and solutions.
- Group Discussions: Engage in meaningful discussions and share experiences with peers.
- Role-Playing and Simulations: Practice recruitment scenarios to enhance skills.

Organisational Impact

Organisations will benefit from:

- Improved consistency in customer service standards
- Enhanced customer satisfaction and loyalty

- Stronger communication and service delivery practices
- Reduced customer complaints and service failures
- Better alignment with international customer service frameworks

Personal Impact

Participants will gain:

- Strong theoretical foundation in customer service
- Improved communication and interpersonal awareness
- Enhanced problem-solving and analytical thinking
- Increased confidence in handling customer interactions
- Higher chances of passing the CCSP certification exam
- Career advancement opportunities in customer service roles

Who Should Attend

This course is suitable for:

- Customer Service Representatives
- Call Centre Agents
- Client Relations Officers
- Frontline Staff
- Customer Experience Professionals
- Individuals preparing for the CCSP certification

Course Outlines

DAY 1

Foundations of Customer Service

- Core Definitions and Conceptual Framework
- The Business Value Proposition of Customer Service
- Core Principles and Frameworks
- The Three Pillars: People, Process, Technology
- Strategic Implementation Approaches

Day 2

Understanding Customers

- Customer Psychology Fundamentals
- Customer Typologies and Behavioural Patterns
- The Hierarchy of Customer Needs
- Voice of Customer (VoC) Basics
- The 10 Commandments of Customer Service

Day 3

Service Excellence & Business Impact

- Service Excellence Models
- The Economics of Customer Relationships
- Common Service Pitfalls

- Core Responsibilities and Competencies
- Professional Standards and Ethics

Day 4

Communication & Customer Interaction

- Active Listening Skills
- Clear and Empathetic Communication
- Emotional Intelligence Components
- De-escalation Communication Techniques
- First Impression Management
- Structured Service Interactions

Day 5

Problem Solving & Exam Preparation

- Analytical Problem-Solving Process
- Creative Solution Development
- Complaint and Conflict Resolution
- Emotional Intelligence in Service Recovery
- Multi-Channel Service Excellence
- Exam Preparation Guidelines & Key Review

Ask us for a date for this course

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