



FOUNDATIONS OF CUSTOMER SERVICE EFFICIENCY

PRE-REQUISITES: N/A

APPROX. STUDY TIME: 40–60 hours

ENROLLMENT PERIOD: 1 year

TEST FORMAT: Multiple choice

PASSING GRADE: 70 %

COST: \$ 110.00

COURSE SUMMARY:

CSQA candidates are introduced to the concept of continuous improvement by learning to take a process oriented approach and identifying opportunities for improvement in customer service.

INTRODUCTION We start by discussing the importance of having a process improvement mindset in implementing service quality. You will also learn the significance of the tools and knowledge provided in CSQA and how you can leverage your skillset throughout your customer service career.

SERVICE In this chapter, we define what service quality is, and explore the factors that can influence customer loyalty. You will learn how to quantitatively measure the level of service quality, and use the tools introduced in this chapter to drive customer loyalty and growth.

LEAN SIX SIGMA Candidates learn how to identify non-value added activities in a process, define requirements for accountability, and quantify the outcome of your processes using financial and performance metrics. We will introduce Lean principles and how they can be integrated into your customer service improvement initiatives.

DMAIC We walk through the 5 stages of the DMAIC methodology (define, measure, analyze, improve, and control). We will introduce a variety of tools that are highly useful in each stage, and demonstrate how they can be used in real world applications.

PUTTING IT ALL TOGETHER In our final chapter, we discuss how you can implement your new found knowledge in process improvement and actively work towards a fulfilling customer service career. You will also learn about common challenges and external dynamics to be aware of when implementing process improvement initiatives, as well as strategies to improve your chance of successful deployment.