



# FUNDAMENTALS OF CUSTOMER SERVICE MANAGEMENT

 CSQA Institute

**PRE-REQUISITES:** Foundations of Customer Service Efficiency, and Customer Service Principles

**APPROX. STUDY TIME:** 30-40 hours

**ENROLLMENT PERIOD:** 1 year

**COST:** \$ 95.00

**TEST FORMAT:** Multiple choice

**PASSING GRADE:** 70 %

## **COURSE SUMMARY:**

CSQA candidates will learn how to use project management framework in effectively implementing process improvement and service quality initiatives in a customer service role.

**INTRODUCTION** We start by defining what a project is and introduce customer service management principles applicable to optimizing constraints such as resources, risk, and quality. We also discuss its pivotal role in effectively implementing process improvement and service quality initiatives.

**PROJECT MANAGEMENT** We discuss what is required for a successful project and how to manage competing priorities between various stakeholders. In this chapter, you will learn the project life cycle and the deliverables required during each phase of the project.

**KNOWLEDGE AREAS** In this chapter, we introduce common project components that are highly applicable to projects, and discuss relevant tools and processes you can use to successfully execute various aspects of a project. We will apply concepts from the Foundations of Customer Service Efficiency course to various knowledge areas.

**CASE STUDY** We will look at a service quality initiative case study and walk through each stage of the project life cycle from inception to completion. We will discuss the various knowledge areas involved in the case, and illustrate activities and deliverables entailed in each project stage for successful execution.

**PUTTING IT ALL TOGETHER** In our closing chapter, we discuss how you can take initiatives today in taking a project management approach to your own service role, and curate impressive resume accomplishments that can help propel your career to the next level.