



FOUNDATIONS OF CUSTOMER SERVICE EFFICIENCY

PRE-REQUISITES: N/A

APPROX. STUDY TIME: 13–18 hours

TEST FORMAT: Multiple choice

PASSING GRADE: 70 %

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.

**STRUCTURED
APPROACH TO
PROCESS
IMPROVEMENT** 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.

**APPLICATIONS
OF PROCESS
IMPROVEMENT** In our final chapter, we discuss how you can implement your newfound 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.