

# *Certificate of Completion*

*Sinclair Workforce Development  
hereby certifies that*

***Joe Smith***

*has successfully completed*

***Call Center - Customer Service Certification***

*June 16-25, 2014*

*Program Supported by the Contact Center Alliance and Regional Employers, including:*

<i>PNC Financial Services Group</i>	<i>DP&amp;L</i>	<i>Victoria's Secret Direct</i>	<i>TelePerformance</i>
<i>CareSource</i>	<i>LexisNexis</i>	<i>Time Warner Cable</i>	<i>NewPage Corporation</i>

---

*Hope Arthur  
Director, Workforce Solutions*

## Sinclair Community College Workforce Development Call Center Certification

Area of Focus	Competencies Gained
1. Call Center Standard Work Practices	Schedule Adherence, Work Attire, Office Etiquette, Standard Policies, Schedule Expectations, Confidentiality Measures, Call Center Terminology
2. Call Center Metrics	The Balanced Approach: Efficiency and Effectiveness Metrics
3. Communication Skills	WOW Service, Active Listening, Verbal and Written Communication Skills, Leveraging Communication Styles to Improve Interaction Results
4. Basic Computer Skills	File Management Tips and Tricks, Keyboarding Skills and Shortcuts, Multi-Window Messaging
5. Introduction to Mortgage Servicing	Mortgage Basics, Loan Process, Types of Loans, Interest and Payments, Mortgage Applications and Processing, Role of Mortgage Servicing, Quality

## Sinclair Community College Workforce Development Customer Service Certification Through the Customer's Eyes

Area of Focus	Competencies Gained
1. What Customers Want	Exceptional Service, Personal Attention, Employee Competence and Promptness
2. Essential Customer Service Skills	Empowerment, The Service Attitude, The Art of Active Listening, Patience and Persistence, Questioning Techniques, Product Knowledge, Provide Information and Build Relationships, Establishing Rapport, Building Goodwill and Creating Trust, Listen - Apologize - Fix - Follow-up
3. Handling Complaints and Dealing with Angry People	Lifetime Value of Customer, Focus on Saving the Customer - Not the Sale, Three Steps to Customer Delight, Techniques for Defusing Anger and Aggression, How to Stay Calm in Stressful Situations
4. Customer Service as a Strategic Marketing Tool	Great Customer Service Adds Value and Differentiates, Help the Customer Get More Utility and Enjoyment from Initial Purchase
5. Customer Service Teams	Characteristics of Successful Teams and Team Members
6. Winning Career Strategies	Identifying Personal Values and Purpose, Assessing Personal Skills, Creating Winning Interactions, Preparation, Understanding What Employers Want, Presentation Skills