



## Certified Customer Server (CCS) <sup>TM</sup>

What role does customer service play in your organisation?  
We spend money on marketing and driving customers to our companies, whether it is through a website or even our storefront. What do they experience once they enter through your doors or meet your employees for the first time?  
Marketing shows a customer why they should come to our company, Customer Service shows them why they should keep coming back...

Customer Service is that personal encounter, whether it be via email, telephone or face to face. How you conduct that personal experience determines whether you create a customer that is loyal towards your place of business.

While a growing business needs to constantly capture new customers, the focus and priority should be on pleasing and keeping your existing customer base. Companies that fail to nurture and retain their customer base ultimately fail. Loyal customers come back time and again; they will also promote your business through word-of-mouth recommendation. By building a long-term customer base, you can reduce the costs of looking for new customers and improve your bottom line. Research has shown that acquiring a new customer actually costs 6 to 7 times more than efforts spent on customer service and customer retention.

Customer Service is the Key to an organisation's well being and retaining your customers,



## How is the International Institute of Leadership Studies Different?

### Our Values

The IILS encourages leadership that empowers and elevates every individual. By focusing on programs that develop personal awareness through the mastery of emotional, moral, and social intelligence we change how leadership evolves worldwide. Today leaders must consider not only profitability, but also the sustainability of planet and people as well. We believe a balanced approach that takes advantage of modern globalization can achieve all three of these goals.

### Our Network

By creating a global network of training partners who follow the IILS standards of excellence through a commitment to lifelong learning, we create a common curriculum that expands according to the input provided by our students, partners, members and educators. Our network directly contributes to our "global benchmark" that truly is international in nature and still relevant to the individual on a local level.

### Our Community

The IILS was established as an organization of learning where great minds could contribute to the global evolution of education and development through an expanding membership base worldwide. We strive to expand the benefits to our community of organizations, professionals and educators. There are many ways to connect online via [www.theglobalbenchmark.com](http://www.theglobalbenchmark.com)

### Online Learning Portals

An additional option is our online learning portals via our partnership with the Center for Leadership Certification (CLC)<sup>TM</sup> that can include exams, videos and other valuable resource materials that you provide or we create for you.

### Certification:

Exam – Achieved by passing an online exams based on the course content. The exam focuses on the material in the specific module and consists of one hundred (100) multiple-choice questions. The questions are primarily behavior based, so a good understanding of the material is required to pass. Exams are timed and administered through our online partner – the Center for Leadership Certification<sup>TM</sup> (CLC).



LEARNING OPTION



**Classroom**

Three modules of four [4] consecutive days each. This offers the option of supported learning by a facilitator and interactive group discussions, allowing for a cross-pollination of ideas and concepts. There is an online exam after the module; normally about a week after the classroom experience.

The International Institute of Leadership Studies offers a range of certifications for governmental organizations, business professionals, academics and those in the non-profit sector. These programs are available via in-house lectures as well as online self-study through our virtual campus provided by our partner, the Center for Leadership Certification™. Certification is met through online exams.

For more information visit:

[www.theiils.com](http://www.theiils.com)

Or email us at:

[learnmore@theiils.com](mailto:learnmore@theiils.com)



For online exams visit:

[www.clc-campus.com](http://www.clc-campus.com)

**MODULE ONE:**

Introduction  
 What is Customer Service?  
 The Challenges of Customer Service  
 Problem Solving  
 Strategy for Formulating a Plan for Success

**MODULE TWO:**

Empowerment  
 Communications in Customer Service  
 Coping with Challenging Customers  
 Motivation

**MODULE THREE:**

Leadership in Customer Service  
 Customer Retention and Measurement of Satisfaction  
 Technology and Customer Service

**MODULE FOUR:**

Excellence in Customer Service  
 Team Work  
 Internal Customer Service  
 Conclusion and Revision

\*More detailed descriptions of the above are available upon request.

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