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CUSTOMER  
SERVICE  
SPECIALIZATION

Manitoba Customer Contact Association

Certificate in  
Applied  
Management

[Explore course details inside](#)

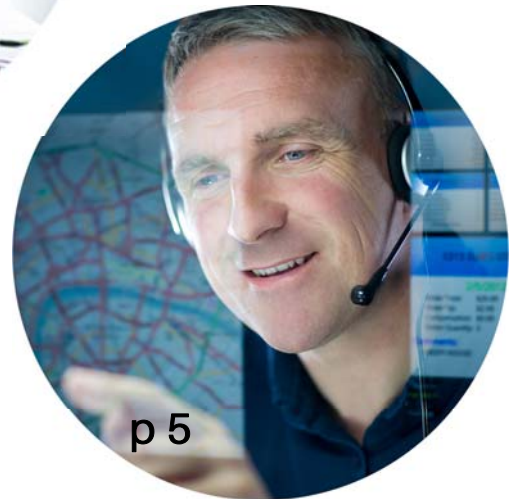


creating a culture of excellence



## table of contents

- 03 Course Overview
- 04 Customer Relationship Management
- 05 Operations Management
- 06 Leadership Skills for Customer Service Managers
- 07 Skills for Managing Customer Service Performance



Earn Top Marks from Customers and Employers!



# course overview

creating a culture of excellence

The **Manitoba Customer Contact Association** and the **University of Manitoba** have designed a program to provide knowledge and expertise in customer service management.

The **Certificate in Applied Management: Customer Service Specialization** is an opportunity for personal and professional development. The courses through **MCCA** are in-class sessions which create a shared learning environment providing a wealth of knowledge and experience to draw from. Students have six years to complete the certificate.

Develop your leadership skills and explore a pathway for continued growth.

**Explore integral concepts, theories and practices to help build your management path.**

[Register Now at MCCA.MB.CA](http://MCCA.MB.CA)



UNIVERSITY OF MANITOBA | Extended Education

## University of Manitoba required courses

Canadian Business: An Introduction  
(36 hours)

Introductory Accounting for Business  
(36 hours)

### choose one elective

Managing the Human Resource Function  
(36 hours)

Organizational Behaviour  
(36 hours)



**Manitoba Customer Contact Association**

## Manitoba Customer Contact Association required courses

Customer Relationship Management  
(36 hours)

Operations Management  
(36 hours)

### choose one elective

Leadership Skills for Customer Service Managers  
(36 hours)

Skills for Managing Customer Service Performance  
(36 hours)



# Customer Relationship Management

required  
36 hours

**Customer Relationship Management (CRM)** introduces students to fundamental concepts, theories and practices of **CRM**.

Experience a comprehensive examination of customer retention and value while exploring the importance of technology and relationship building strategies.

With this course, you will master **CRM** principles as a leader within your organization.

## Objectives

- Identify the dynamics and economics of customer acquisition, retention, value and access
- Understand how to evaluate the effectiveness of service delivery and its impact on customers
- Develop relationship-building techniques
- Demonstrate an understanding of how to execute a strategy that aligns human resources, business processes, and technology to assure a positive customer experience

***“I liked how the course focused more on building relationships with customers, customer lifetime value and that CRM is so much more than just technology.”***

~ J Lepine, Manitobah Mukluks

# Operations Management

required  
36 hours

The **Operations Management** course introduces students to the key concepts of forecasting, scheduling, service management, marketing, and technology.

Students will explore Key Performance Indicators to ensure delivery according to organizational goals. Identify the common causes for poor service delivery and dissatisfied customers, perform root cause analysis and see how the key components of operations contribute to service delivery.

## Objectives

- Describe the metrics and Key Performance Indicators to ensure service delivery according to organizational goals
- Achieve set service levels including forecasting and scheduling processes
- Learn how to perform root cause analysis to identify problems and issues with service delivery
- Recognize common causes for poor service delivery and dissatisfied customers
- Understand the key components of operations that contribute to service delivery pertaining to various industries



**Examine key concepts, theories and practices related to the operation of a contact centre.**

# Leadership Skills for Customer Service Managers

elective  
36 hours



**Recognize signs of engagement, disengagement and select strategies for increasing employee satisfaction.**

Inspire others, while building trust in **Leadership Skills for Customer Service Managers**.

Develop your understanding of emotional intelligence, adaptability and positive communication skills. Look for tools to inspire others and understand the impact of leadership styles.

Learn how setting expectations, assessing performance and providing ongoing coaching and feedback can help you get the best from your team.

This course will benefit any leader, whether they are on a path to leadership or a seasoned supervisor.

## Objectives

- Examine leadership styles to build trust and inspire others
- Understand delegation process and how to select tasks and overcome barriers
- Conduct phases of performance management
- Assess and adapt to varying communication styles
- Understand the use of empowering questions and strategic communication



# Skills for Managing Customer Service Performance

elective  
36 hours

**Skills for Managing Customer Service Performance** will ensure that you have the techniques required to create a healthy environment and manage the ongoing performance of your team.

Learn how to communicate expectations to employees and hold them accountable through the use of SMART goals to coach for performance improvement.

Communicate with purpose to maintain a positive and productive work environment. This course includes managing the termination of employees should this become a necessity.

## Objectives

- Communicate expectations to employees and hold them accountable
- Use methods to diagnose the root cause of poor performance
- Understand and apply conflict resolution strategies to address performance issues
- Maintain a positive, productive, and safe work environment
- Complete necessary documentation from verbal warning to termination
- Learn the legal aspects of termination

**Maximize team performance as you communicate expectations with purpose.**



# Explore our training solutions.

## Create your action plan for success.

*We believe learning never ends!*

Be There

Working in Teams

Effective Communication

Delegation

Time Management

Performance Management

Negotiation

Navigating Conflict

Building Better Supervisors

Platinum Rule

Telephone Etiquette

Maximizing Your Investment

Building Trust

Coaching and Feedback

Healthy Workplace with Yoga

Email Etiquette

Building Better Leaders

Creating a Healthy Environment

Train the Trainer

Emotional Intelligence

Problem Solving & Decision Making

Facilitation Skills

Women in Leadership

*Talk to us about your training plan!*



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We offer flexible training opportunities including Webinars & Lunch and Learns

