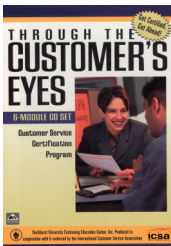


# THROUGH THE

# CUSTOMER'S EYES

**Self-Paced, Interactive Training and Certification for Customer Service Professionals**



The skill and professionalism of your staff can mean the difference between keeping customers for life or losing their business forever. That's why the International Customer Service Association (ICSA) joined with Rockhurst University Continuing Education Center to develop and produce this unique, highly interactive training and certification program, *Through the Customer's Eyes*.

**What makes this program unique:**

Two formats to fit your needs: Interactive CD for self-paced, individual training or video for group presentations.

Each module is filled with specific learning objectives taught with exercises, activities and practice exams. Train your team individually or as a group — it's your choice.

Created for real-world situations, this program features six dynamic modules to help develop and polish core customer service skills.

- Module 1 • *Why Customer Service Matters*
- Module 2 • *What Customers Want*
- Module 3 • *Essential Customer Skills, Part 1*
- Module 4 • *Essential Customer Skills, Part 2*
- Module 5 • *Handling Complaints and Dealing With Angry People*
- Module 6 • *Customer Service as a Strategic Marketing Tool and Teams*

**Why Certification?**

Objective tools are an essential component for a fair and equitable assessment of employee skills and learning. Each module contains a sample exam to measure your employee's retention of the material.

Optional Web-based testing is the final step to formally assess and demonstrate that your associates are Customer Service Certified.

After successfully completing the 6 exams, each associate will receive a suitable-for-framing Certificate of Completion.

Certify one or 1000 and gain the peace of mind that comes from knowing you have a highly trained and certified employee dealing with your most precious asset – your customers! Visit [www.icsa.com/certification](http://www.icsa.com/certification) for more information about the program.

**International Customer Service Association**  
 1110 South Avenue - Suite 50  
 Staten Island, NY 10314  
 347-273-1303 • FAX 347-273-1403  
 E-mail [info@icsatoday.org](mailto:info@icsatoday.org)



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*The six-CD set is self-contained, all inclusive training. The six-video set comes with a comprehensive companion workbook and a video leader's guide to facilitate the training.*

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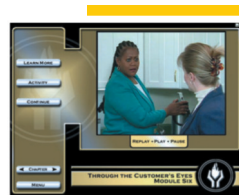
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.....**\$30/person**



**Features real world examples**

**Highly interactive format for self-paced learning**

**On-line testing for certification**