



Customer Experience
TouchPoints
Group

Customer Service Career Development Journey

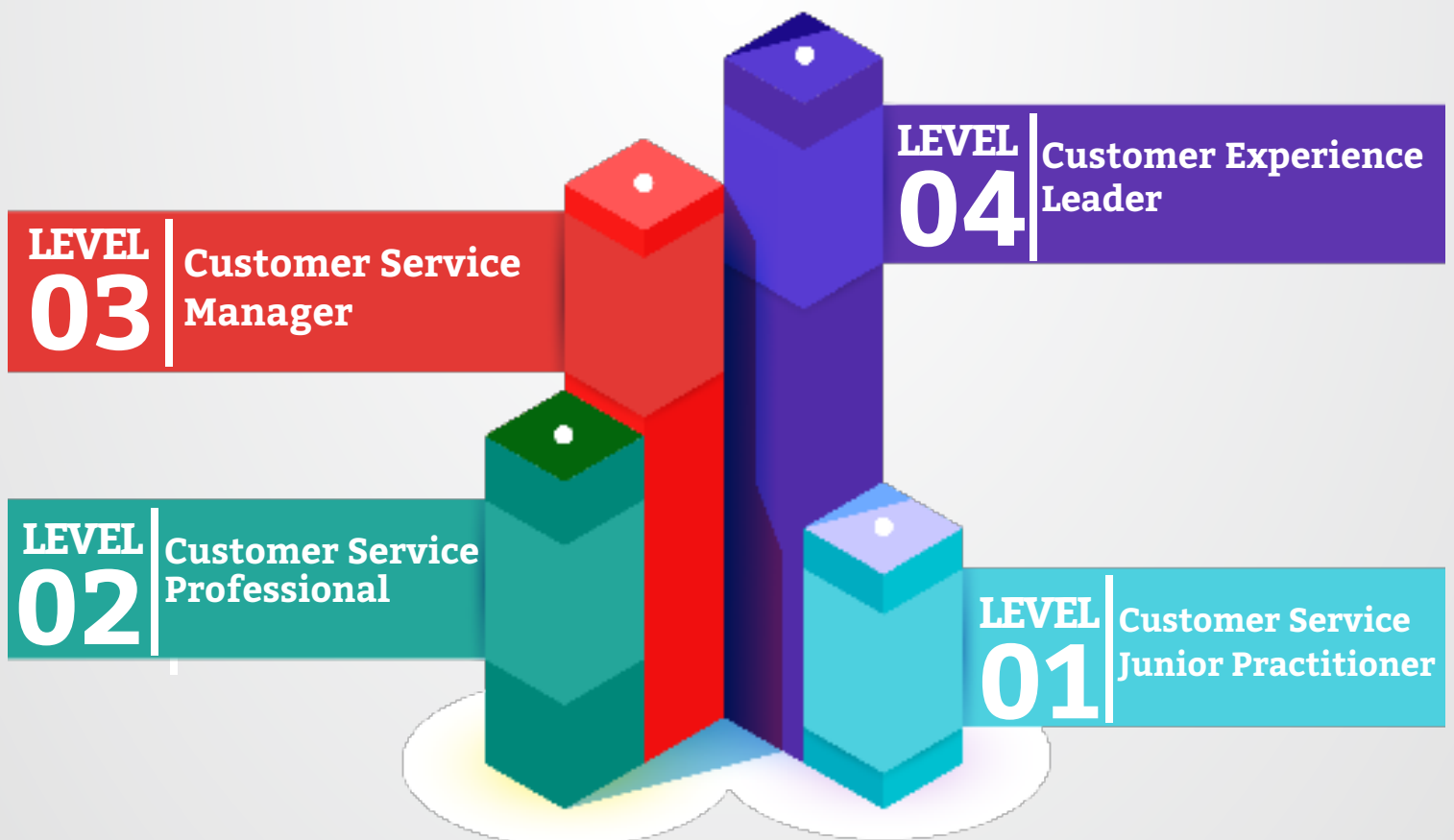
Customer Service Career Development Journey

Becoming a great customer service professional does not happen overnight, It takes continues learning and perfection of skills.

Customer service is not an exact science whose outcome can be predicted with 100% accuracy however good customer experiences can be planned, designed, delivered and measured. We can manage customer expectations and learn from the best practices to become better customer service professionals.

The customer service career development journey, is a set of milestones that can be achieved to become a customer service leader.

The journey begins from point zero. A point where an individual has zero customer service skills and ends with becoming a customer service leader or mentor. Throughout this journey, you would receive support from coaches and mentors, who will guide you through the different stages.



LEVEL
01

JUNIOR PRACTITIONER

1 Junior practitioner application approved.

- You are acknowledged as being enrolled into the program. This demonstrates your dedication to acquire and improve your customer service skills.
- You can use the junior practitioner level logo and inscription on your professional profile and CV.

2 Duties and obligations

- You undertake the Customer Service Aptitude Test 1.0. The test results would permit to access your mastery of the subject matter and identify skill gaps that need to be worked on.
- You are required to undergo the Employee Customer Service Training. This training gives you a foundation in customer service. This training is sub divided in to three modules:
 - Module 1: Defines customer service and demonstrates its importance to the company, the employee and the customer.
 - Module 2: Identifies customer needs and presents the difference between customer's real needs and auxiliary needs.
 - Module 3: Identifies the key customer service skills every employee must have and the techniques of dealing with difficult customers.

- You would need to acquire **The Employee Customer Service Guide** a comprehensive resource that goes with the employee customer service training. This document further breaks down the 6 customer service skills every employee must have and presents what you should do or never do in customer service.

3 Completion of junior practitioner level.

- You would need to attend the Webinar 1.0 and validate an 85% pass in the Customer Service Aptitude Test 2.0 to be approved for level 2.



LEVEL
02

CUSTOMER SERVICE PROFESSIONAL

4 Customer service professional application approved

- You are acknowledged as being enrolled in the program at the professional level. This demonstrates your dedication to improve your customer service skills and to demonstrate continuous learning and development.
- You can use the professional level logo and inscription on your professional profile and CV.

5 Duties and Obligations

- Participate in Webinar 2.0 on becoming a great customer service professional.
- Become a contributor to the African customer service forum an Online community for customer service professionals. You are expected to contribute or participate in the discussions in at least five different topics. This participation ranges from raising your opinions to giving your constructive point on topics discussed.
- Undertake the **CCXMP (Certified Customer Experience Management Professional)** program. This program which is certified by the Chartered Managers Institute UK covers the following training modules:

- Introduction to customer service.
- Customer centric culture.
- Know your customer.
- Communication skills for customer service.
- Customer experience models.
- Digital customer experience.
- CX metrics, measurements and ROI.

- At the end of each module of the CCXMP certification program, you are expected to submit a module task based on the module studied. This task is evaluated and feedback provided for continuous improvement.
- Upon completion of the CCXMP modules you would take the certification exam. You will need an 80% pass to complete the CCXMP program, after which you are accorded the CCXMP Designation. A designation which you can add to your titles, name and professional profile.
- Creation of a CX Professionals profile on the CX Touchpoints group directory of Africa customer service professionals. You would be expected to create a profile including your name, a profile picture, your job title (if applicable), a short bio and professional achievements to boost networking and exposure to recruiters and job hunters.
- You will continually receive Online resources and industry specific customer service guides.
- You undertake to participate in at least 3 customer service activities each year, for continuous learning and networking. These activities include conferences, meet ups, and other diverse events.
- Acquire the customer experience book Planning, designing, executing and managing customer experiences. This book provides a detailed guide on customer experience management with practical implementation methods.

6 Completion of Professional level

- You would need to validate an 80% pass in the CCXMP program to be approved to level 3.



LEVEL
03

CUSTOMER SERVICE MANAGER

7 Customer service manager application approved.

1. You are acknowledged as being enrolled into the program at the manager level. This demonstrates your dedication to continuous learning and development.
2. You can use the manager level logo and inscription on your professional profiles and CV.
3. You are currently employed in a customer facing role within an organization, with at least two years of experience performing customer focused duties.

8 Duties and obligations

- Participate in Webinar 3.0 on leading a customer service team.
- You undertake the Customer Service psychometric and leadership Test 3.0. The test results would permit to access your mastery of the subject matter and identify skill gaps that need to be worked on.
- Become a contributor to the African Customer Service Forum an Online community for customer service professionals. You are expected to contribute or participate in the discussions in at least five different topics. This participation ranges from raising your opinions to giving your constructive point on topics discussed.

- Creation of a Customer Service Manager profile on the CX Touchpoints group directory of Africa customer service managers. You would be expected to create a profile including your name, a profile picture, your job title, your bio to boost networking and exposure.
- You will be evaluated for the customer service awards yearly by filling and submitting the customer service awards self-nomination form to be reviewed by award judges.
- You will be registered into the Chartered Managers Institute UK digital library and resource centre (Management direct). Which gives you access to thousands of management books and resources.
- You will commit to reading at least one customer service book per trimester. Books can be selected from our list of recommended books.
- You undertake to participate in at least 3 customer service activities each year, for continuous learning and networking. These activities could include conferences, meet-up, and trainings.
- You will commit to log in field experiences on how you handle complex customer experience issues in the online community to contribute to customer service best practices.

9 Completion of Manager Level.

- You would need to validate an 80% in the customer service leadership and code of ethics test 4.0 and possess at least 2 years of experience managing or leading a team to complete level 3.

LEVEL
04

CUSTOMER EXPERIENCE LEADER

10 Customer Experience Leader application approved.

- You are acknowledged as being enrolled into the program at the leader level. This demonstrates your dedication to continuous development.
- You can use the leader level logo and inscription on your professional profile and CV.
- You must have at least 5 years managing a customer service team, with a track record of strategic customer service initiatives.

11 Duties and obligations

- Participate in Webinar 4.0 on leading customer experience strategy within an organization.
- Become a mentor in the African Customer Service Forum an Online community for customer service professionals.
- Upon attainment of the customer experience leader level, participants would be registered in the CX Touchpoints Group mentor program and accept to mentor junior professionals.
- Creation of a CXLeader profile on the CX Touchpoints group directory of Africa customer service leaders. You would be expected to create a profile including your name, a profile picture, your job title, your bio to boost networking.

- You will be evaluated for the customer service awards yearly by filling and submitting the customer service awards self-nomination form to be reviewed by award judges.
- You will be registered into the Chartered Managers Institute UK digital library and resource center (Management direct). Which gives you access to thousands of management books and resources.
- You will commit to reading at least one customer service book per trimester. Books can be selected from our list of recommended books.
- You undertake to participate in at least 3 customer service activities each year, for continuous learning and networking. These activities could include conferences, meet-up, and trainings.
- You would be invited to speak at customer experience discussion forums, annual customer service summits and participate in panel discussions.

Building the next generation of customer experience leaders for Africa.



www.cx-touchpoints.com
The Africa CX Experts

**Customer
Service Junior
Practitioner**

Level 1

**Customer
Service
Professional**

Level 2

**Customer
Service
Manager**

Level 3

**Customer
Experience
Leader**

Level 4