



A Professional Certification Program for Customer Service Professionals, Managers & Small Business Owners

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Customer Loyalty Specialist (CLS) Overview

The Customer Loyalty Specialist (CLS) is a professional certification and training program for customer service professionals and managers. Members of CLS Designation Program include those who work in customer roles, small business owners, and those looking to work within customer service jobs in the near future.

The CLS is sponsored and was created by the Customer Service Coalition in order to offer a credible certification program for professionals which can be completed from anywhere in the world and is offered 100% online. The CLS is the #1 online certification program for the customer service industry and is earned by both seasoned industry professionals as well as those looking to work in the field.

The CLS Program was designed by customer service professionals and small business owners, it helps participants gain specialized knowledge which directly helps them and their employers provide better customer service and create more customer loyalty.



CLS Certification Process

The CLS Certification Program is a professional certification and training program for customer service professionals and managers. Members of CLS Designation Program include those who work in customer roles, small business owners, and those looking to work within customer service jobs in the near future.

To complete the CLS Certification Program participants must register, obtain the [required reading texts](#), use the provided [Study Guide](#) and take the exam within 24 months of first registering for the program. Most participants will need just 6 months to prepare for the exam, but we offer flexibility in when you sit for the exam to help those with un-predictable or already busy schedules.

3 Steps to Complete the CLS Level 1:

- **Step 1:** [Registration](#)
- **Step 2:** Use [Study Guide](#) & [Required Readings](#) to Prepare for the Exam
- **Step 3:** Schedule and Complete Online Examination

Benefits of Completing CLS Program

- **Build a solid framework** of knowledge on customer service as both a personal career, and about its role within the macro business spectrum.
- **Give your resume** an edge by proving your qualifications and credibility to potential employers with a professional industry certification.
- **Become adaptable** to a broad range of industries and ensure your customer service career success in a diverse and ever-evolving marketplace.
- **Enhance communication** and interpersonal skills that will translate to all arenas of your life, both in the office and outside the workplace.
- **Network** with likeminded professionals and gain access to the wealth of knowledge imbedded in the Customer Loyalty Specialist (CLS) Program.
- **Build the confidence required** to compete for new career opportunities including the management of others within customer service roles.
- **Further cultivate** your interests and hone your strengths in particular areas within the customer service realm, better enabling your search for the right job and career track for you.
- **Profit** from the convenience and flexibility inherent throughout the entire Customer Loyalty Specialist (CLS) certification process. The completely self-paced study format allows you to study wherever you want, while the entire exam is administered online and may be completed from your place of home or work.



Study Guide Resources

To help you prepare for the exam included within the Customer Loyalty Specialist (CLS) Certification program we have created a detailed 45 page study guide. This study guide walks through what you need to know and focus on to complete and perform well on the exam.

Please see our study guide available in both PDF and Word formats here:

<http://customerservicecertification.com/Study-Guide.html>

Required Readings

There are four books which must be studied to complete the Customer Loyalty Specialist (CLS) Certification Program. These four texts are some of the most authoritative texts on the subjects of customer service and loyalty and their content is what is covered on the CLS exam. The four books included within this program include:

1. Customer Satisfaction is Worthless, Customer Loyalty is Priceless, by Jeffrey Gitomer
2. Building Great Customer Services by Colin Shaw
3. How to Talk to Customers by Diane Berenbaum
4. Delivering Knock Your Socks Off Service by Kristin Anderson

To view and purchase these required texts please see:

<http://CustomerServiceBookstore.com>.

Email Alerts & Registration

Email Alerts: If you are interested in joining the CLS Program at some point in the future the most important next step you can take is to register for our CLS Program Email Alerts on this page of our website:

<http://customerservicecertification.com/Email-Alerts.html>. These email alerts allow us to stay in touch with potential participants from around the world. By registering your email address with us you will be emailed about program updates, discounts and study guide updates as well.

Registration: If you are ready to register & enroll into the CLS program please visit this page of our website to complete the first step and we will be in touch with you within 24 hours: <http://customerservicecertification.com/Registration.html>

Questions

Have any questions? Please email us at
Team@CustomerServiceCertification.com.