

# CustomerChampion™ Professional Certification

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## Definition of a *CustomerChampion*...



A *CustomerChampion* is an individual who works with a clear sense of purpose to satisfy the needs and exceed the expectations of his or her customers. As a true professional, this individual performs to recognized standards of excellence and puts the needs of his/her external and internal customers first in order to produce results that are mutually beneficial.

## Program Purpose...

This program represents a proven set of benchmarks for assessing personal excellence in delivering exceptional customer service—what we call “Customer Astonishment.” The program is sufficiently rigorous and yet a simple and friendly way to standardize what it means to deal effectively with customers. The individual mastery of customer interaction skills is certainly the basis for professional pride and deserves outward recognition. Those organizations that operate on the basis of *Customer Championship* principles will enjoy increased customer loyalty, which is absolute leverage on profitability, growth, and overall success.

## Principal Components of the Program...

There are several steps required to complete the program. The major components of the program are as follows:

- **Training:** You can receive *Customer Astonishment* training via a live training seminar or by self-study using the video CD tutorial.
- **Exam:** A 10-item exam allows you to test your understanding of the principles contained in the *Customer Astonishment: 10 Secrets to World-Class Customer Care* book.
- **Technical Verification:** This is an opportunity to examine your job skills and overall professional capabilities to assure your full readiness to astonish your customers. A key result will be to update your own professional development plan.
- **Field Project:** This is the most substantive and important component of the program wherein you get to design, implement, and report on a project that will improve service to your customers and produce tangible results for them and for your own organization.

## How the CustomerChampion™ Program Will Benefit You and Your Team...

- ★ **Commitment.** The certification process is an important opportunity to carefully examine your commitments to your customers.
- ★ **Learning and Skill Development.** You will learn a great deal from your study of the *Customer Astonishment* book and from the live or self-paced training you receive. You will also identify other areas of knowledge and skill development that you may wish to pursue in the months ahead. Your *Field Project* will be a hands-on learning experience as you produce outcomes that benefit your customers and your team.
- ★ **Performance Improvement.** The Field Projects you and your associates complete will build enthusiasm and produce tangible results in terms of increased productivity and higher levels of customer satisfaction.
- ★ **Outward Recognition.** The *CustomerChampion* awards you receive will signal to your associates and customers that you are truly a customer-focused professional. The effort you make to achieve certification will indicate how serious you are about *Customer Astonishment*.
- ★ **Credibility and Marketability.** You will add one more professional credit to your name as you work to earn more responsibility and to achieve greater success in business.
- ★ **Organizational Benefits.** Your organization will also benefit from a public awareness of the *CustomerChampion* qualifications, which you and your associates possess.
- ★ **Awards.** Your certification awards will include a framed certificate and a quality lapel pin based on the *CustomerChampion* logo.

### Contact Cornerstone Professional Development

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Please visit us at: [www.CustomerChampion.com](http://www.CustomerChampion.com)

### IMPORTANT: CustomerChampion™ Certification - Statement of Disclaimer and Responsibility

The *CustomerChampion* certification is based on the knowledge of and intention to apply the principles of *Customer Astonishment* as explained in our company's educational materials. Inasmuch as we at Cornerstone do not have first-hand familiarity with a *CustomerChampion* candidate's technical competence and inasmuch as we do not know the day-to-day characteristics of her or his work performance and dependability, we cannot vouch for these. The issuance of our *CustomerChampion* certificate attests to these five elements: (a) a candidate's planned study of the *Customer Astonishment* book and video tutorial, (b) the completeness of her or his exam responses, (c) the completion of a personal skill and readiness assessment, (d) the submission of a report on a *Field Project* aimed at improving the level of satisfaction of her or his customers, and (e) the submission of the forms necessary to verify items "a" through "d" above. No other endorsement is implied by the *CustomerChampion* certification. – **Darby Checketts, Cornerstone Professional Development**