



RECERTIFICATION PROFILE

Recertifying every three years is required to maintain the integrity of your CIAC-Certified Management Associate (CCMA) designation. Achieving CIAC Certification symbolizes your mastery of essential contact center knowledge and provides the framework for you to advance your career to the next level. Recertification further fosters your professional growth by reinforcing key objectives critical to success. Call center professionals with the prestigious CIAC Certification credential increase their recognition, value and future marketability.

Rather than further test your knowledge via a traditional assessment, for recertification CIAC requires evidence that you are: a) effectively applying your knowledge and skills to achieve successful work outcomes; and b) actively maintaining the currency of your call center competence. On this basis, recertification is achieved through the following two-part process:

1. WRITTEN ESSAY:

To demonstrate your ability to effectively apply knowledge on-the-job, CIAC requires that you write an essay about a notable 'first-time' work activity or accomplishment that significantly contributed to your greater understanding of the call center management body of knowledge. Your essay should be 1000 minimum to 1500 maximum words, presented in 12-point type and double-spaced. Any supporting data, graphics, etc. referenced in or used to create your essay should be included.

As a CIAC-Certified Management Associate, CIAC is most interested in your work experiences, activities and accomplishments that have 'added-value' – meaning that from the process and resulting work product, you learned new things that expanded your competence and new ways to apply your call center knowledge and skills.

Some examples of such work activities and experiences might include: participating in the call center's strategic planning process; creating professional development plans for agents; working with HR to develop a process for hiring new agents; conducting benchmarking to identify best practices; and working with the technology team to validate the effectiveness and usability of new systems and tools. Please note that these topics are provided only for reference; they are intended to provoke thought and should not in any manner be interpreted to suggest, mandate or influence the choice of subject for your essay.

Your essay must originate from a real-life, on-the-job experience during your current certification cycle and relate to the body of knowledge (i.e., competencies) pertaining to the CIAC-Certified Management Associate designation.

It must provide a complete business rationale that:

- presents the business situation, issue or opportunity and your role
- defines the purpose or objective
- explains the course of action, applied solution or process/program implemented
- describes and qualifies the work product outcome and business impact, and explains your specific contribution(s)

2. PROFESSIONAL DEVELOPMENT CREDITS:

Upon becoming CIAC-Certified, certificants are encouraged to participate in ongoing professional development in order to keep their competence current with the evolving business of call centers. Recommended activities encompass a broad array of formal and informal educational and professional experiences including continuing education/training, authoring articles and books, presenting at conferences and membership in a call center association. To demonstrate your dedication to continuous learning and improvement, recertification requires that you provide documentation of a required number of professional development credits accumulated over your three-year certification cycle.

A minimum of twelve (12) professional development credits is required to renew your CIAC-Certified Management Associate designation. These credits can be accumulated from a variety of professional development activities that you have participated in during your current three-year certification cycle. The professional development activities recognized for recertification and their credit values are listed in the below table.

In addition to the listed activities, credits can be accumulated from other professional development activities. CIAC will accept other (not listed) professional development activities for recertification credit on the basis the activity increased your knowledge of call center management and/or enhanced the effectiveness of your job performance. In general, if the activity can be tied to the body of knowledge (i.e., competencies) pertaining to the CIAC-Certified Management Associate designation and adds to your job role competence, recertification credit will be awarded. At times there may be a fine line between what is and is not acceptable for recertification credit. In such an event, if the activity is not clearly call center-related – and the credit value is necessary to meet your minimum requirement - you will be requested to submit additional qualifying information. If this request is not met, the activity may be denied credit.

PROFESSIONAL DEVELOPMENT ACTIVITY	CREDIT VALUE
I. Continuing Education: Attending call-center relevant education/training	
a. University/College Courses	1 Semester/Quarter = 10 credits 1 Credit-Hour Online = 10 credits 1 CEU = 7 credits
b. Training Classes - Classroom	5 credits per day
c. Training – E-Learning Course; Online Class; or Webcast	1 credit per hour of educational time
d. Seminars, Workshops and Conference Sessions	5 credits per day
<i>One day = six hours; credit is awarded for actual hours spent in an educational session, excluding breaks of any kind. Training content must be relevant to call center management.</i>	
II. Instruction/Facilitation: Presenting or instructing a call center-related subject	
a. Presentation at your organization or industry conference/event	2 credits per hour of presentation
b. Teaching a college class or training course - classroom	2 credits per hour of teaching
c. Instructing an online course or webcast	2 credits per hour of instruction
d. Facilitating a workshop, seminar or conference session	2 credits per hour of facilitation
<i>Credit is awarded only for the FIRST time a presentation or instruction takes place if the content is the same, even if to different audiences; credit will be awarded for only the actual time spent presenting or instructing.</i>	
III. Publishing: Writing or publishing on a call center management topic	
a. Writing articles and white papers for trade magazines and journals – written solely by you – co-authored	7 credits per article/ white paper 5 credits per article/white paper
b. White paper authored and presented at industry conference	8 credits per white paper
c. Authoring or significant contribution to a published text (e.g., book)	10 credits per published text
d. Co-authored or edited published text	7 credits per contribution
<i>Credit is awarded only for the FIRST time an article or white paper is published or presented.</i>	

PROFESSIONAL DEVELOPMENT ACTIVITY	CREDIT VALUE
IV. Professional Membership: Active involvement in a call center management membership	
a. Being an actively involved member of an industry-recognized call center management professional association, society, or membership organization	5 credits
a. Serving as an officer of a call center management membership organization – minimum one-year term	7 credits
b. Chairing a committee or serving as a committee member – minimum one year term	6 credits
<i>Credit is awarded on the basis of active membership participation or contribution.</i>	
V. Leadership: Participating in activities outside the workplace that support the call center management profession and industry	
a. Serving as a subject matter expert for CIAC Certification assessments - item writing workshop - online review of written items/questions	10 credits per workshop 8 credits per review session
b. Participating in the development and/or review of CIAC industry competencies	10 credits per competency development session
c. Serving on a CIAC board or committee	10 credits per year term
d. Contributing call center expertise in areas outside the workplace *	5 credits per activity
e. Participating in activities that recognize the importance of 'giving back' to the profession and promoting excellence *	5 credits per activity
* <i>Exact nature of the activity must be specified; only one activity per year will be recognized for credit</i>	

You are responsible for the record keeping and reporting of your professional development credits for recertification. For this, you should know the number of professional development credits required for you to recertify and, during your certification cycle, keep track of your participation in applicable activities toward accumulation of the required total credits. CIAC encourages that you establish a procedure for recording your professional development credits and maintaining supporting documentation. CIAC does not require that you submit supporting documentation when recertifying. However, because CIAC conducts random audits, you should retain verification of the professional development credits (activities) reported for at least six months after your certification expiration date. Keeping accurate records will simplify your preparation for recertification and, should you be selected for an audit, will make verification easy.

SUBMITTING YOUR RECERTIFICATION INFORMATION:

Your written essay and professional development credits are submitted using the Recertification Report Form. This document will be provided by CIAC upon your registration for recertification. Questions concerning CIAC Recertification requirements should be directed to CIAC by email at info@ciac-cert.org or by calling 1.615.373.2376.