



RECERTIFICATION PROFILE

Recertifying every three years is required to maintain the integrity of your CIAC-Certified Strategic Leader (CCSL) designation. Being a strategic partner in your organization's success necessitates that you stay abreast of the complex and changing call center business environment and maintain top command of best practices and leadership strategies to ensure your center is operating at peak performance and contributing value to the organization. Recertification is important because it reinforces this commitment. Call center leaders who have proven their expertise by obtaining CIAC Certification show their continued dedication to professional excellence by recertifying their designation.

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 your call center leadership and management expertise, CIAC requires that you write an essay about a significant work accomplishment that contributed to the call center and/or organization's achievement of a notable business goal. 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 Strategic Leader, CIAC is most interested in your accomplishments that demonstrate effectiveness in a call center leadership capacity; specifically those that have increased the call center's value proposition and its contribution to achievement of the organization's mission, vision, values, and strategic objectives.

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 Strategic Leader designation. It must provide a complete business rationale that presents the business situation, issue or opportunity; defines the purpose or objective(s); explains your course of action, applied solution, or process/program implemented; and fully describes and qualifies the outcome(s) and business impact.

To assist with determining the subject of your essay, ask yourself:

- What call center processes and activities have the most impact on the organization's business goals?
- How do I most contribute value to those processes and activities?

The following strategic-level topics are provided for reference. They are intended only to provoke thought and should not be interpreted to mandate or influence the choice of subject for your essay:

- Executed a service delivery strategy that repaired declining customer satisfaction ratings and enhanced brand loyalty
- Developed a program that resolved chronic staff turnover and instilled a sense of commitment and enthusiasm in representatives, resulting in increased call center productivity
- Used business acumen to influence a corporate decision that heightened awareness of the role of the call center and its effect on stakeholders
- Successfully reengineered the call center's quality program to institutionalize error-free processes
- Developed call center career paths that enabled the center to recruit and grow a highly-skilled workforce resulting in reduced training costs and improved quality of service delivery

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 twenty (20) professional development credits is required to renew the CIAC-Certified Strategic Leader 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 table below.

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 Strategic Leader 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 for a minimum one-year term	10 credits
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, should 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. The report form will be provided by CIAC upon your registration for recertification. On this form you will be requested to sign a statement of affirmation to attest the accuracy of your submitted information.

Questions concerning CIAC Recertification requirements should be directed to CIAC by email at info@ciac-cert.org or by calling 1.615.373.2376.