



## LEADERSHIP & MANAGEMENT DESIGNATIONS

	CIAC-CERTIFIED STRATEGIC LEADER (CCSL)	CIAC-CERTIFIED OPERATIONS MANAGER (CCOM)	CIAC-CERTIFIED MANAGEMENT ASSOCIATE (CCMA)	CIAC-CERTIFIED MANAGEMENT CONSULTANT (CCMC)
DESIGNATION ELIGIBILITY	<ul style="list-style-type: none"> <li>Senior executives responsible for setting the strategic direction and vision for customer care across all channels of the organization</li> <li>On-the-job experience in a strategic call center leadership role involving all areas specified in the CCSL Competencies</li> <li>Responsible to align call center objectives with corporate business goals</li> <li>Accountable for the call center's financial performance</li> </ul>	<ul style="list-style-type: none"> <li>Management professionals responsible for directing day-to-day call center operations</li> <li>On-the-job experience managing call center operations involving all areas specified in the CCOM Competencies</li> <li>Responsible for managing customer care personnel</li> <li>Accountable for the call center's performance to service and quality objectives and adherence to budget</li> </ul>	<ul style="list-style-type: none"> <li>Individuals:               <ul style="list-style-type: none"> <li>New to call center management</li> <li>With limited call center management job role experience</li> <li>Pursuing a career in call center management via formal education</li> </ul> </li> <li>Call center supervisors with operational management responsibilities</li> <li>Ability to gain mastery of the knowledge and skill requirements specified in the CCMA Competencies</li> <li>Can advance to the CCOM designation with required on-the-job experience and successful completion of the CCOM Work Product Assignment</li> </ul>	<ul style="list-style-type: none"> <li>Call center consultants</li> <li>Call center training professionals</li> <li>Call center and workforce management specialists</li> <li>May or may not be affiliated with an end-user organization</li> <li>Ability to gain mastery of the knowledge and skill requirements specified in the CCMC Competencies</li> <li>Can advance to the CCSL designation with required on-the-job experience and successful completion of the CCSL Work Product Assignment</li> </ul>
VALUE & BENEFITS	<ul style="list-style-type: none"> <li>Proves ability to achieve business results</li> <li>Increases value to organization and within profession/industry</li> <li>Validates call center leadership and management expertise</li> <li>Recognition as industry leader and role model</li> <li>Demonstrates commitment to excellence and continuous improvement</li> <li>Achievement of an industry-recognized credential</li> </ul>	<ul style="list-style-type: none"> <li>Validates call center management expertise</li> <li>Increases value and marketability</li> <li>Achievement of an industry-recognized credential</li> <li>Demonstrates commitment to continuous learning and professional development</li> <li>Recognition as industry leader and role model</li> <li>Raises the bar for the call center management profession</li> </ul>	<ul style="list-style-type: none"> <li>Validates professional competence in essential call center management knowledge and skills</li> <li>Provides a framework and goals for ongoing professional development</li> <li>Demonstrates commitment to excellence and the call center management profession</li> <li>Establishes a career track and accelerates advancement into a call center management role</li> <li>Increases value and marketability</li> </ul>	<ul style="list-style-type: none"> <li>Validates professional competence in specialized call center leadership and management knowledge and skills</li> <li>Elevates professional status</li> <li>Ensures clients and employer of valuable expertise</li> <li>Increases value and marketability</li> <li>Demonstrates commitment to excellence and the call center profession/industry</li> <li>Recognition as industry leader and role model</li> <li>Achievement of an industry-recognized credential</li> </ul>
COMPETENCY DOMAINS	<ul style="list-style-type: none"> <li>People Management</li> <li>Operations Management</li> <li>Customer Relationships</li> <li>Leadership &amp; Business</li> </ul>	<ul style="list-style-type: none"> <li>People Management</li> <li>Operations Management</li> <li>Customer Relationships</li> <li>Leadership &amp; Business</li> </ul>	<ul style="list-style-type: none"> <li>People Management</li> <li>Operations Management</li> <li>Customer Relationships</li> <li>Leadership &amp; Business</li> </ul>	<ul style="list-style-type: none"> <li>People Management</li> <li>Operations Management</li> <li>Customer Relationship</li> <li>Leadership &amp; Business</li> </ul>
TESTING REQUIREMENTS	<ul style="list-style-type: none"> <li>4 Knowledge &amp; Skills Assessments</li> <li>Work Product Assignment</li> <li>75% Passing Score</li> </ul>	<ul style="list-style-type: none"> <li>4 Knowledge &amp; Skills Assessments</li> <li>Work Product Assignment</li> <li>75% Passing Score</li> </ul>	<ul style="list-style-type: none"> <li>4 Knowledge &amp; Skills Assessments</li> <li>70% Passing Score</li> </ul>	<ul style="list-style-type: none"> <li>4 Knowledge &amp; Skills Assessments</li> <li>75% Passing Score</li> </ul>
CRITERIA	<ul style="list-style-type: none"> <li>Minimum one-year experience in a call center strategic leadership role</li> <li>Demonstrated mastery of CCSL Competencies via testing</li> <li>Completion of testing in 2 years</li> <li>Recertification every 3 years</li> </ul>	<ul style="list-style-type: none"> <li>Minimum of one year experience managing a call center operation</li> <li>Demonstrated mastery of CCOM Competencies via testing</li> <li>Completion of testing in 2 years</li> <li>Recertification every 3 years</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrated mastery of CCMA Competencies via testing</li> <li>Completion of testing in 2 years</li> <li>Recertification every 3 years</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrated mastery of CCMC Competencies via testing</li> <li>Completion of testing in 2 years</li> <li>Recertification every 3 years</li> </ul>

Completion of the CIAC Certification Self-Assessments are encouraged before training and/or testing in order to determine competency areas of strength and in need of development. The Self-Assessments are provided free of charge after purchase of CIAC Certification testing.

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