



## **Work Product Assignment Overview CIAC-Certified Operations Manager (CCOM)**

After completion of the Objective Assessments, the next and final CIAC Certification requirement for the CCOM candidate is completion of the **Work Product Assignment**. The purpose of the Work Product Assignment is for the candidate to demonstrate the ability to apply the knowledge and skills specified in the *Call Center Operations Manager Competencies* effectively in the work environment.

The Work Product Assignment is also intended to help the candidate create a roadmap for enhancing call center performance. It is designed to provoke thought and reflection and prompt the candidate to make an honest and full assessment of the call center environment, rather than simply answering questions and performing tasks. By doing so, valuable insight can be gained to improve the quality of service delivery and help the call center achieve business objectives more effectively and efficiently.

To complete the Work Product Assignment, the candidate follows instructions in the provided instrument to review and evaluate current call center operational processes, practices and criteria in order to identify areas of strength and opportunities for improvement, and creates an 'Operational Improvement Plan' with solutions and recommendations to strengthen the call center's operational execution to performance objectives.

Eight weeks (60 business days) is allowed to complete the Work Product Assignment. Manager review and sign-off is required on the candidate's Work Product Assignment before its submittal to CIAC. This provides the candidate an opportunity to establish dialogue on call center goals and objectives and garner management support.

The candidate's completed Work Product Assignment is evaluated by CIAC subject matter experts using a validated instrument that ensures objectivity. Notification of the evaluation result is provided to the candidate no later than thirty (30) business days after CIAC's receipt of the Work Product Assignment. In the event the Work Product Assignment does not meet CIAC Certification requirements, feedback is provided on areas of deficiency and the candidate is given the opportunity to make corrections and resubmit the Work Product Assignment.

PRIVACY ASSURANCE: The Work Product Assignment and all accompanying information is held in strict confidence by the Call Center Industry Advisory Council and used for the purpose of certification only.