



## **Work Product Assignment Overview CIAC-Certified Strategic Leader (CCSL)**

After completion of the Objective Assessments, the next and final CIAC Certification requirement for the CCSL 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 Strategic Leader 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 help the call center greater fulfill its purpose and role in the organization.

To complete the Work Product Assignment, the candidate follows instructions in the provided instrument to review and evaluate current call center strategies, practices and processes to ensure their optimal effectiveness, and creates a 'Performance Optimization Plan' with solutions and recommendations to leverage the call center's strengths and opportunities that will increase its effectiveness in achieving business goals.

Eight weeks (60 business days) is allowed to complete the Work Product Assignment. Manager review of the candidate's Work Product Assignment is encouraged before its submittal to CIAC as this provides an opportunity to establish dialogue on call center goals and objectives and secure senior management buy-in.

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.