



# CIAC RECERTIFICATION HANDBOOK

## Leadership & Management Certification

Call Center Industry Advisory Council  
[www.ciac-cert.org](http://www.ciac-cert.org)

# CIAC RECERTIFICATION HANDBOOK CONTENTS

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- INTRODUCTION TO CIAC RECERTIFICATION ..... 2
  - CIAC Contact Information ..... 2
- ELIGIBILITY FOR RECERTIFICATION ..... 3
- PURPOSE OF RECERTIFICATION ..... 3
- WHEN TO RECERTIFY ..... 3
- RECERTIFICATION REQUIREMENTS ..... 3
  - Written Essay ..... 4
  - Professional Development Credits ..... 4
- RECERTIFICATION NOTIFICATION ..... 5
- RECERTIFICATION REGISTRATION AND FEE ..... 5
- COMPLETING AND SUBMITTING THE RECERTIFICATION REPORT ..... 5
- RECERTIFICATION REPORT PROCESSING ..... 6
- RECERTIFICATION AUDIT PROCEDURES ..... 6
- LATE SUBMITTALS ..... 6
- EXTENSIONS ..... 7
- DUPLICATE/REPLACEMENT CERTICATES ..... 7

The following documents are provided separately by CIAC:

- RECERTIFICATION REGISTRATION FORM
- RECERTIFICATION DESIGNATION PROFILE
- RECERTIFICATION REPORT FORM



## CIAC RECERTIFICATION

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### Introduction

CIAC Certification is a distinction that recognizes you as a leader in the global call center industry. When you became CIAC-Certified, you demonstrated your call center expertise and commitment to professional excellence. The business of call centers, however, is highly dynamic and to maintain a professional edge requires that you keep your knowledge current and remain actively involved in the practice and profession of call center management. This is the purpose of recertification. Recertification demonstrates your continued dedication to stay up-to-date with the key issues and increasing demands of call center management. It indicates to your employer, peers, and staff that you are committed to high standards of professionalism and continuous improvement.

To retain your CIAC Certification, the Call Center Industry Advisory Council (CIAC) requires that you recertify every three years prior to the expiration of your current certification cycle. If you do not recertify, your certification will lapse and CIAC will record your credential as "invalid".

For recertification, CIAC is most interested in evidence that certificants are effectively applying their knowledge and skills to achieve successful work outcomes, maintaining currency of their call center management competence and are engaged in ongoing professional development to expand their knowledge and skills. To demonstrate this, rather than undergoing traditional knowledge testing, certificants achieve CIAC Recertification through a two-part process that requires them to (1) write an essay about how they have applied competence on-the-job to accomplish a notable business goal or project objective; and (2) accumulate a required number of professional development credits over their three-year certification cycle. Essay criteria and professional development credits are specific to the certification designation. These criteria in addition to recertification requirements, procedures and instructions are provided in this Handbook.

We hope you find this Handbook helpful to maintaining your CIAC Certification. If after reviewing it you have questions, please contact us.

### CIAC CONTACT INFORMATION

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# CIAC RECERTIFICATION

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## Eligibility For Recertification

This Handbook addresses the requirements and procedures for recertification of the following CIAC Certification professional designations:

- CIAC-Certified Strategic Leader (CCSL)
- CIAC-Certified Operations Manager (CCOM)
- CIAC-Certified Management Consultant (CCMC)
- CIAC-Certified Management Associate (CCMA)

To be eligible for recertification you must:

- Be in a call center job role applicable to your current CIAC Certification, and
- Recertify your current certification designation

CIAC will notify you of any changes to recertification eligibility or to the requirements and procedures presented in this Handbook.

## Purpose of CIAC Recertification

Recertification reinforces key underlying objectives of CIAC Certification. It helps ensure that you keep your call center management knowledge and skills current; can effectively apply this competence on the job; and remain actively engaged in the call center practice and profession.

## When To Recertify

Your CIAC Certification is renewable every three (3) years. Your initial certification cycle begins in the month in which you first became certified and expires on the last day of the same month three years after. Likewise, your recertification will be valid for three (3) years and your next certification cycle will begin on the date your recertification is awarded and expire on the last day of the same month three years after. All certification cycles thereafter will follow the same three-year schedule.

The date of certification is stated on your CIAC Certification certificate and is also noted in your online transcript. CIAC will notify you by email one hundred twenty (120) days in advance of the expiration date of your current certification. In order to retain CIAC Certification, all recertification requirements must be accomplished before your current certification expires.

## Recertification Requirements

Being CIAC-Certified validates your ability to contribute to call center success through effective on-the-job performance and demonstrates your commitment to advancing your knowledge and professional growth. CIAC Recertification reinforces these key factors through a two-part process that requires you to write an essay about a significant on-the-job accomplishment and accumulate a required number of professional development credits over your three-year certification period. Failure to comply with the recertification requirements will officially render your CIAC Certification invalid.

# CIAC RECERTIFICATION

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**ESSAY:** To recertify, you will write and submit for review an essay about how you have applied call center-specific competence on-the-job. Depending on your certification designation, your essay will describe a significant work accomplishment that contributed to the achievement of a notable business goal; or a first-time work project or activity that significantly contributed to your understanding of call center management. Your essay must originate from a real-life experience during your current certification cycle and relate to the body of knowledge (i.e., competencies) pertaining to your certification designation. It must provide a complete business rationale that defines the issue or opportunity; identifies the business objective; describes your course of action or applied solution; and details the specific business outcome(s). Refer to the *Recertification Profile* provided with this Handbook for additional information about the requirements and criteria for your designation's essay.

**PROFESSIONAL DEVELOPMENT CREDITS:** Continuing education and professional development are integral to maintaining CIAC Certification. All newly certified professionals are encouraged during their certification cycle to periodically assess their professional development activities relative to recertification requirements. To recertify, you will report attainment of a required number of professional development credits accumulated over your three-year certification cycle. Refer to the *Recertification Profile* provided with this Handbook for additional information regarding the professional development credit requirements for your designation.

Professional development credits can be obtained through a variety of formal and informal activities that increase your knowledge of call center management or enhance your job performance. To be eligible for recertification credit, the professional development activity must be call center-related. In general, if the activity can be tied to the body of knowledge (i.e., competencies) pertaining to your certification designation and adds to your job role competence, recertification credit is awarded.

Activities eligible for recertification professional development credits are listed below.

- I. Continuing Education: Attending call-center relevant education/training programs
  - a. University/College Courses
  - b. Training Classes and Seminars
  - c. Workshops and Conference Sessions
- II. Instruction/Facilitation: Presenting or instructing a call center-related subject
  - a. Presentation at your organization or industry event
  - b. Teaching a college course or training class
  - c. Facilitating a workshop, seminar or conference session
- III. Publishing: Writing or publishing on a call center topic
  - a. Writing articles and white papers for trade magazines and journals
  - b. Presented paper at industry conference
  - c. Authoring or significant contribution to a published text (e.g., book)
- IV. Professional Membership: Participation in a call center management membership
  - a. Being a member of a call center management professional association or society
  - b. Serving as an officer of a call center management membership organization
  - c. Chairing a committee or serving as a committee member
- V. Leadership: Participating in activities outside the workplace that support the call center management profession
  - a. Serving as a subject matter expert to write and/or review items for CIAC Certification assessments
  - b. Participating in the development and/or review of CIAC industry competencies
  - c. Serving on a CIAC board or committee
  - d. Contributing call center expertise in areas outside the workplace
  - e. Participating in activities that recognize the importance of 'giving back' to the profession and promoting excellence

# CIAC RECERTIFICATION

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**Tracking and Reporting Professional Development Credits:** Record keeping and reporting of professional development credits is the responsibility of the certificant. You are responsible to know the number of professional development credits required for you to recertify and, during your certification cycle, to keep track of your participation in applicable professional development activities toward accumulation of the required credits. CIAC encourages that you establish a procedure for tracking your professional development credits and maintaining supporting documentation. CIAC does not require that you submit supporting documentation when recertifying. However, because CIAC will conduct random audits, you should maintain verification of the professional development credits (activities) reported for six months after your certification cycle end date. Keeping accurate records will simplify your preparation for recertification, and will make verification easy should you be selected for an audit.

Your professional development credits will be reported using the *Recertification Report Form*. This form will be provided to you by CIAC upon your registration for recertification. It is not necessary to report your professional development credits to CIAC except for the purpose to recertify at the end of your three-year certification cycle.

## Recertification Notification

CIAC will notify you by email at least one hundred twenty (120) days prior to the end of your certification cycle to remind you of your expiration date. At this time you will also receive the form to register for recertification. The reminder will be sent to the email address in your CIAC Certification record; for this reason it is important to make sure you notify CIAC of any change in your contact information. Please note that recertification requirements will not be waived in the event the email address CIAC has on file is no longer valid to contact you.

## Recertification Registration and Fee

**To recertify, all certificants must first register for recertification.** This step must be completed to receive the Recertification Report Form. Registration confirms that you will renew your certification and notifies CIAC to schedule for the review of your Recertification Report.

**To register you will complete and submit the *Recertification Registration Form* that is sent with your reminder email notification, within thirty (30) business days of its receipt. Payment of the Recertification Fee of US \$250 must accompany your registration.**

Your completed registration form and payment can be submitted to CIAC electronically or by postal mail to the address in this Handbook. The Recertification Fee may be paid by credit card or check, money order or cashiers check made payable to CIAC. The Recertification Fee is nonrefundable.

## Completing And Submitting The Recertification Report

Following receipt of your registration for recertification, CIAC will send you the *Recertification Report Form*. You will use this form to submit your written essay and report of professional development credits. Your completed Recertification Report may be submitted to CIAC via email, fax or postal mail to the address in this Handbook. If submitting your report by postal mail, CIAC recommends that you send it certified mail to verify receipt. CIAC will notify you by email to acknowledge receipt of your Recertification Report.

CIAC encourages that you keep track of your certification expiration date and begin preparation for recertification well in advance. It is also recommended that you submit your Recertification Report well in advance of the expiration date. This is in the event some aspect of your report requires additional information or is not approved, you will have time to resubmit before your certification expires.

# CIAC RECERTIFICATION

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## Recertification Report Processing

CIAC is committed to completing its review of your Recertification Report and providing you with notification of your result as quickly as possible. Please note, however, that because CIAC cannot control unforeseen circumstances that may occur, three to four weeks from the receipt date of your Recertification Report may be required to complete our review and provide notification of your recertification result. The review of reports submitted near a deadline may take longer in the event there is a high volume of submittals.

### Notification of Recertification Results:

CIAC will review your Recertification Report to determine if all requirements are met. On this basis CIAC will notify you as follows:

- 'Recertification Requirements Met' - If your report meets recertification requirements, CIAC will send you a written notice stating that your CIAC Certification is renewed. You will also receive a 'CIAC Transcript of Recertification' sent by electronic mail to the address on file with CIAC. CIAC will announce your recertification and you will begin a new three-year certification cycle.
- 'Recertification Requirements Not Met' - If you fail to meet recertification requirements, CIAC will contact you for additional information or clarification to address deficient areas. You will be given a deadline by which a response is due. You will not be required to pay an additional fee for reconsideration of your Recertification Report, except if the extent of additional information requested necessitates a second, complete review of your Report; in this case you will be assessed a fee of US \$100 (in addition to the standard Recertification Fee). If you do not respond or seek to resolve the issue by the given deadline, CIAC will notify you that your certification is invalid and your certification transcript will reflect this status.

## Recertification Audit Procedures

To maintain the integrity of CIAC Recertification and to ensure compliance with recertification requirements, CIAC conducts random audits for up to six months after an individual receives notification of successful recertification. Certificants chosen for audit will be notified and informed how to submit supporting documentation to verify their recertification information and when it is due. Even if recertification has been awarded, CIAC may during the audit process request clarification of submitted information. In such events, certificants will be notified and requested to submit additional information; this will occur on a case-by-case basis. If in reviewing this additional information it is determined that reported information should not have been approved, the certificant will have to correct the situation to recertify.

## Late Submittals

You are expected to submit your Recertification Report on or before the expiration date of your current certification. Submittals received online or postmarked the same day as the expiration date are considered on-time. In the event you encounter an emergency that prevents timely submittal of your report, CIAC will allow you a one-time two (2) day grace-period given the following conditions:

- You notify CIAC in advance of your expiration date
- You pay a US \$25 late fee (in addition to the standard Recertification Fee)

This allowance is for unforeseen emergency situations and use for any other purpose will not be approved.

# CIAC RECERTIFICATION

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## Extensions

It is recognized that extenuating circumstances, such as prolonged unemployment or serious illness, may prevent certificants from meeting recertification requirements. In such circumstances, one-year extensions of certification expiration dates can be requested. The extension can be taken only once during a certificant's recertification career and must be approved at least three (3) months before the certification expiration date. The fee to request an extension is US \$100, which will be applied to the Recertification Fee.

Examples of who may be eligible for an extension:

- Certificants who have been out of work for at least one year of the three-year certification cycle due to being laid off or child birth/childcare.
- Certificants who have suffered serious illness; or who have spent a significant amount of time caring for a seriously ill family member.
- Certificants who are being deployed to active duty in one of the armed forces for at least a one-year assignment.

Certificants who have not accrued the required professional development credits by their certification expiration date, and who have not experienced extenuating circumstances or have not submitted a recertification application on or before their expiration date, are not eligible for an extension.

If the extension is approved, the certification cycle end date will be extended for one year, allowing enough time to complete CIAC Recertification requirements. At the end of that period, certificants will be required to submit an application to register for recertification and information required for recertification of their designation. The full recertification fee is due at this time. Upon successful recertification, the new three-year certification cycle will begin at the end of the extension period. To request an extension contact CIAC for the Extension Request Form; this document must be completed and submitted with the following materials at least three months before the end date:

- A written request for extension providing a description of the extenuating circumstances.
- Documentation of the extenuating circumstances. This may include a letter from a physician, notice of termination or receipt of unemployment benefits.
- The extension request fee of US \$100. This fee will be applied against the Recertification Fee when you are ready to recertify.
- A completed recertification application demonstrating the efforts made to meet recertification requirements to date.

Certificants not approved for an extension must complete their recertification requirements by the original expiration date or their CIAC Certification will become invalid.

## Duplicate/Replacement Certificates

To request a duplicate or replacement Certificate submit your request to CIAC in writing and include a USD15 processing fee. Payment may be made by VISA, MasterCard, American Express or by check made payable to CIAC. Requests may be emailed, faxed or sent by postal mail to CIAC at the address stated in this Handbook under Contact Information. Payment must accompany the request.

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Please direct any questions about CIAC Recertification or the information in this Handbook to CIAC by email to [info@ciac-cert.org](mailto:info@ciac-cert.org) or call 1.615.373.2376.