



## TOP 10 REASONS TO BE CIAC-CERTIFIED

- 1. Increased Value:** In addition to traditional benefits like leadership recognition, career advancement and increased confidence, the CIAC Certification credential verifies that you have mastery that is transferable across the industry and differentiates you in the marketplace.
- 2. Recognized Leader:** For seasoned practitioners earning the CIAC Certification credential establishes you as a recognized leader in your organization and the industry. Without recognized leaders establishing a strategic direction there is little hope for the rest of the call center industry to affect change or be affected by change.
- 3. Framework for Professional Development:** If you are pursuing a career in call center management, CIAC Certification provides a framework for you to develop the knowledge and skills needed for success. A new breed of expert-level management professional is emerging from the rigorous process to achieve this respected industry credential.
- 4. Mastery of Expertise:** Through the CIAC Certification process you will achieve a mastery level command of all the functional areas of call center management. It's an opportunity to find out what you don't know and fill in the gaps. If you don't know what you don't know, how are you going to improve?
- 5. Best Practices Driven:** The CIAC Certification credential assures your employer that you are leading and managing the call center in accordance with industry-recognized best practices. Competent leadership and management is the foundation of a successful call center operation and organizations highly value professionals with this proven ability.
- 6. Commitment to Excellence:** Being CIAC-Certified demonstrates your unparalleled commitment to performance excellence and sends a strong message that you expect the same from your call center team. A culture of excellence starts at the top.
- 7. Role Model for Future Leaders:** As a CIAC-Certified Professional, you are viewed across the industry as a leader and role model for future contact center leaders. Being CIAC-Certified establishes you as one of the new generation of executives who shift their experience, interest, and strengths from inside the call center to other parts of the organization, and make the pursuit of call center management accessible for others in the organization and the industry seeking a career path into the profession.
- 8. Job Security:** Not only does becoming CIAC-Certified demonstrate a commitment to your career and continuous improvement, your value as a credentialed call center manager with proven multi-disciplinary expertise can significantly enhance your job security. Unless you embrace continuous learning, invest in your ongoing professional development and get recognition for your achievements, you risk losing your job or being overlooked for a promotion.
- 9. Quality Consciousness:** Through the CIAC Certification process you will gain the confidence and ability to create a level of quality consciousness that will positively affect the call center and organization at large. The goal of CIAC Certification is to influence the culture of organizations by enabling a powerful validation of management strategies and practices that elevate and support the role of the call center organization and professionals.
- 10. Raises the Bar:** Unless you strive to exceed beyond what you've already accomplished, you will never grow. CIAC Certification challenges the status quo, requires you to be on top of the game and formally recognizes your achievement.