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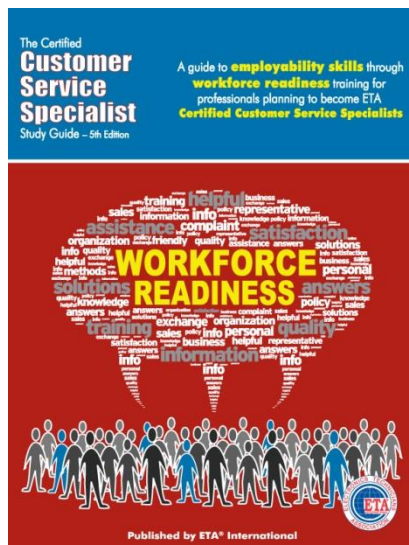


PRESS RELEASE

ETA Celebrates the Customer Service Specialist

It's almost time for National Customer Service Week, which begins October 1 and is focused on getting businesses and organizations to deepen their understanding of the impact that customer experience has on the satisfaction and loyalty of everyone's customers. ETA's Customer Service Specialist certification is relevant to every industry, and professionally acknowledges one's ability to uphold the interpersonal and business standards necessary in today's workplace.

Greencastle, September 13, 2018: Many companies use National Customer Service Week as a launch pad for new training or service initiatives. Some kick off service improvement campaigns. It's good timing to focus on improvement and development because everyone is being recognized for the efforts they've put into the customer service experience throughout the year.



[ETA International](#) hopes to raise awareness of the impact that customer-facing personnel have on the customer's experience. The trade association suggests that companies set aside the first week in October to provide meaningful recognition to those service providers and celebrate all the key players in the customer experience, from front-line service, sales professionals and support staff to leadership. Bottom line: leave no one unrecognized.

[ETA's Customer Service Specialist \(CSS\)](#) is a certification that validates one's workforce readiness skills through employability concepts. Though originally developed to meet the role of an evolving service-oriented electronics technician, CSS is relevant to every industry, employer and employee. Topics included are safety, ethics,

respect, teamwork, communication, telephone and email techniques, problem solving, interpersonal relationships, and sales and marketing.

ETA's vision is to create economic opportunity for every member of the global workforce. Whether fulfilling the role as a worker, an employer, or a new graduate, ETA believes the insights that stem from the CSS will offer a better understanding of how to navigate the dynamics of today's economy. The [CSS study guide](#) defines rules and policies that guide each step of the customer service experience.

The CSS certification exam and companion study guide help professionals at all levels within the company prepare for customer service excellence. The guide can help the CSS set acceptable goal levels as their standard performance, identify shortcomings, monitor performance and outline ideas for improvement. No matter what area of human endeavor, the CSS certification exam and study guide bring together guidelines for treating customers, co-workers, and employers in a considerate, friendly and rewarding manner.

"Most of the time, excellent customer service is actually defined by an internal culture that exists within most companies," said Don Pierson, former CEO of Certified Service Centers. He added, "Always strive to under-promise and over-perform, and make those words the guiding factor in all business dealings."

Most companies spend a lot of time and money to survey their customers in order to find out what their customers think of their company. The actual results of these surveys will indicate the overall image that your company portrays to the customers who pay the bills so that the company can react accordingly. In many cases, personal contact with customers has, unfortunately, become a lost practice. But it is still the best way to monitor performance and gain really valuable direct customer input.

Get customers involved in Customer Service Week by making special efforts to thank them for their business. Treat customers with respect and place a total emphasis on keeping them satisfied, which should be the daily goal for everyone in the company. Thank them for their business, their continued loyalty, and their ongoing decision to use your products and services.

About ETA - Since 1978, ETA has delivered over 200,000 certification examinations successfully. Widely recognized and frequently used in worker job selection, hiring processes, pay increases, and advancements, ETA certifications are often required as companies bid on contracts. ETA's certifications are personal and travel with the individual, regardless of employment or status change and measure competencies of persons, not products or vendors. All ETA certifications are accredited through the International Certification Accreditation Council (ICAC) and align with the ISO-17024 standard. www.eta-i.org

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