

# BE BRILLIANT

CCAINSPIRE<sup>©</sup>

An educational  
programme to  
reward high  
performing front-line  
colleagues and  
first-line managers

A CCA accredited programme,  
created for industry, by industry



This CCA course is CPD Certified



**CCA Inspire is an educational programme to reward high performing front-line colleagues and first-line managers.**

Today's team leaders are tasked with managing multi-generational colleagues and charged with providing accurate customer insight. Our front-line advisors are handling more demanding conversations and are often performing an advisory role to customers versus a transactional role.

This programme will equip you with the skills and competencies required for working in a multi-channel digital environment and will present you with a fresh up to date perspective on front-line support and engagement.

The full programme will run over a 4 month period, where participants will complete one session each month covering a variety of key topics within industry and hosted by leading experts.

**Programme topics and future discussion areas:**

## First Line Managers & Front Line Agents

- **Creating a great customer experience:** Understanding the customer journey and using this to deliver exceptional customer service
- **Effective Communication:** Tips on delivering the right message through various communication channels to build trust with your customers
- **Characteristics of high performing teams:** Improve your performance through the ground-breaking characteristics and habits of high performing teams
- **Thrive Everyday:** A practical session demonstrating how to apply the principles of mindfulness to feel more alive, present and productive

To complete the programme, you will be invited to submit a short paper demonstrating your understanding of each broadcast, together with a recommendation from your line manager of your commitment to customer service excellence. You will then be awarded the CCA Accredited Customer Service Professional Certificate.

■ **For more information contact the CCA Team:**

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