

# **CCO-C™ CHIEF CUSTOMER OFFICER - CERTIFIED™ EXECUTIVE PROGRAM FACT SHEET**



## **ABOUT CCO-C™ CHIEF CUSTOMER OFFICER - CERTIFIED™ TRAINING & CERTIFICATION PROGRAM**

The CCO-C™ Chief Customer Officer – Certified™ credential certification is a unique and cutting-edge executive management program for Chief Customer Executives, Customer Service Leaders and Chief Customer Officers (CCOs) who work across all industries and governments; and are eager to achieve successful customer management, outcomes and execution.

The CCO-C™ Chief Customer Officer – Certified™ executive program is aimed at the present and next generation of Chief Customer Officers (CCOs), Customer Service Executives, Leaders, Customer Service Officers, Program and Project Managers, Business Executives and Leaders, Senior Managers, Managers and anyone working at dynamically changing local and global firms, organizations, businesses, companies and Governmental agencies who need to broaden their horizons in the field and dimensions of our complex and rapidly changing customer service delivery, systems, processes and execution

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## CCO-C™ CHIEF CUSTOMER OFFICER™ CERTIFICATION REQUIREMENTS:

The CCO-C™ Chief Customer Officer – Certified™ credential certification consists of 4 modules delivered over five days

### MODULE 1: FOUNDATIONAL

(a) Executive Leadership, (b) Executive Strategy & Policy, (c) Executive Decision Making, (d) Executive Oversight, (e) Executive Transparency (f) Executive Accountability, (g) Executive Planning & Execution, (h) Executive Accounting, Finance & Budgeting, (i) Executive Project Management & Project Control Strategy & Planning, (j) Executive Problem Solving

### MODULE 2:

(a) Leading & Managing People, (b) Leading & Managing Change, (c) Leading & Managing Goals & Priorities, (d) Leading & Managing Communications, (e) Leading & Managing Culture & Cultural Dynamics, (f) Leading & Managing Negotiations (g) Leading & Managing Organizational Politics (h) Leading & Managing Innovation & Technology (i) Leading & Managing Customers & Suppliers (j) Leading & Managing Competitive Advantage, (k) Leading & Managing Risks & Uncertainty (l) Leading & Managing Quality (j) Leading & Managing Crisis (m) Leading & Managing Conflicts (n) Managing & Controlling Waste, Fraud, Abuse, Neglect & Negligence (o) Implementing Management Controls & Use of Efficient and Effective Control Processes (p) Leading & Managing Claims & Disputes (q) Developing, Training, & Retaining Talent & High Performance teams (r) Integrity and Honesty

### MODULE 3: FUNCTIONAL SPECIALIZATION/EXPERTISE

**Advanced Customer Topics:** Role of the Chief Customer Officer (CCO); Setting CCO Strategy and mission-vision; Customer centric mindset and vision; Understanding Customer Relationships; Understanding Superior Customer Service & Quality; Managing the Customer Lifecycle – Customer Acquisition; Managing the Customer Lifecycle – Customer Retention; Customer Portfolio Management; Delivering Customer Experienced Value; Managing Customer Experience; Planning your CRM; CRM Automation; CRM Database Development; Managing & Implementing CRM Projects successfully; CRM & Social media; Improving Quality of Customer Service Delivery; ISO 9001 Standards for Quality; Total Quality Management concepts; Quality Management gurus

### MODULE 4: APPLIED/PRACTICALS – 4 EXERCISES

- Develop ‘My CCO-C Strategy & Execution Scorecard™’
- Develop ‘My CCO-C Strategy & Execution Action Plan™’
- Develop ‘My CCO-C Strategy & Execution Play Book™’
- Develop ‘My CCO-C Policy™’

To fulfill the CCO – C™ Chief Customer Officer – Certified™ executive credential certification requirements, all participants must attend and complete all Modules 1, 2, 3 & 4 over five days and complete all the exercises in Module 4.

There are no examinations given. **The CCO – C™ certification program is given in the English language only**

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## **PAYMENT:**

**CLASS DURATION: 5 Days | PRICE: \$14,999 (USD) per participant**

**REGISTER & MAKE YOUR PAYMENT AT: [www.c-suiteinstitute.com/cco-c](http://www.c-suiteinstitute.com/cco-c)**

## **CCO-C™ – INDUSTRIES SERVED & WHERE WE WORK:**

CCO-C™ Chief Customer Officer – Certified™ s work in all major Industries and Governments. Examples are: Management Consulting; Transportation, Defense, HealthCare, Utilities, Energy & Nuclear Power, Oil & Gas; Telecommunications, Information Technology; Computer, Security, Heavy Construction; Aerospace; Aviation; Banking

## **WHO MAY APPLY:**

All C-Suite Executives, Vice Presidents, Chief Customer Officers (CCOs), Departmental Heads, Program Managers, Chief Project Officers, Senior Project Managers, Senior Managers, Program Managers, Managers, Customer Services Managers who work in all industries across all governments, commercial firms, private firms, organizations and international firms.

## **9 REASONS TO CHOOSE THE C-SUITE INSTITUTE™ EXECUTIVE PROGRAMS**

All C-Suite Institute™ Executive education program modules utilize case studies to reinforce teaching, evoke independent analysis and research; and provoke deep thought and critical thinking among participants

- C-Suite Institute™'s curriculum is Global Based & has International Perspective – Applicable across all major continents (Africa, Europe, Asia, Australia, Americas)
- Applied & Practical Insights related to your industry and C-suite/Executive functions
- Renowned Faculty – Our Professors hold Advanced/Graduate/Post Graduate Degrees, and have worked in or currently work in Executive level positions
- Diverse Participant Mix from all geographies across the Globe
- Participants work across the top 50 Industries (Industries range from Aerospace to Information Technology (IT) to Finance & Banking to Oil & Gas to Energy to Utilities and numerous more)
- Participants attend from Fortune 500 & Global 2000 companies; Governments (local, state, Federal, National) from around the world; and International organizations and firms such as UN, World Bank, IMF, NASA, ICAO and numerous more
- Participants attend from Major World Governments in G-8, G20 & BRICS countries
- Participants attend from Major sports organizations such as FIFA and UEFA