

## CustomerChampion™ Professional Certification – Frequently Asked Questions

### Common Questions Candidates and Their Supervisors Ask...

**Q: Who should participate in the CustomerChampion program?**

**A:** Any person who has regular interaction with customers (external or internal)...Leaders who want to strengthen team commitment to customer satisfaction...Entrepreneurs and business owners who need to build and sustain customer loyalty...Individuals who seek to enhance their employment potential by expanding their “customer care” readiness and credibility.

**Q: If we have a number of employees who wish to be involved, how can we facilitate the administrative aspects of this program?**

**A:** Please designate one person as the program coordinator to whom information and resource materials can be delivered. Please have this person contact Cornerstone via email at [Info@CustomerChampion.com](mailto:Info@CustomerChampion.com) or by telephone at **866-654-0811**.

**Q: Where do individual candidates obtain an application/report form?**

**A:** You may download and preview the form at the *Resource Center* at [www.AstonishU.com](http://www.AstonishU.com).

**Q: In what format should I submit my application/report form?**

**A:** It is preferred that you download and save the document on your computer, complete it as a Word document, and then send it as an email attachment to [Sharon@CustomerChampion.com](mailto:Sharon@CustomerChampion.com). Alternatively, you can complete the form manually and mail it to Cornerstone at P.O. Box 95961, South Jordan, UT 84095.

**Q: When do I submit my application/report?**

**A:** Submit your application for certification when you have completed all five (5) steps of the process and the application form is thoroughly filled-out. This means that your Field Project (Step 4) has also been completed. (Please see the discussion below regarding “how to know when the Field Project is acceptable.”)

**Q: What is the certification fee and when is it due?**

**A:** The fee is specified under the *Products* tab at [www.AstonishU.com](http://www.AstonishU.com). It is due when you submit your completed application; however you can pay *in advance* at any time. Please inquire about team discounts that may apply. The fee covers the professional review and processing of your application, any email correspondence that may be necessary, and the cost of your awards, including shipping.

**Q: What are my options for completing the training specified in Step 1?**

**A:** Perhaps you may have the opportunity to participate in a live “Customer Astonishment” training seminar conducted by Cornerstone Professional Development. Typically, your training will be accomplished by reading the *Customer Astonishment: 10 Secrets* book and by your group or self-study of the tutorial that is found on the video CD. You will need access to both the book and the video CD.

**Q: Is the exam (Step 2) really self-scored?**

**A:** Yes. You may refer to the *Customer Astonishment* book as you take the exam. **Please Note:** The most essential element of the exam is the opportunity to indicate what you believe to be the *importance* of the key concept represented by each particular exam question. Please write down your thoughts to help crystallize your understanding of what *Customer Astonishment* is all about.

**Q: What does the *Technical Verification* (Step 3) accomplish?**

**A:** It is the opportunity for personal reflection on your all-around qualification to positively astonish those you serve in terms of (a) fundamental job skills and competence and (b) a general readiness to serve well. If you are an employee, it is recommended that Step 3 prompt a conversation with your work supervisor so that she/he can concur with your assessment of readiness and join you in making plans for further training wherever it may be needed to expand your professional capabilities. It is not necessary that these plans have been implemented in order to complete your *CustomerChampion* application, only that such plans have been specified.

**Q: How will I know when I have completed an acceptable *Field Project*?**

**A:** Wherever appropriate, begin by obtaining your work supervisor's approval of your project plan. Once the project is completed, it is ideal that your work supervisor affirm that you have contributed something worthwhile to help your business run more smoothly or to make the service provided to customers more friendly and efficient. The *Customer Astonishment* book includes illustrations of how individuals and their organizations astonish their customers. Use these as examples to help you identify an appropriate Field Project. Also, refer to Chapter 5 of the book to recognize the need to be more *Responsive, Anticipatory, Expansive, and Intuitive* in addressing the needs and exceeding the expectations of your customers. **Important Note:** An excellent Field Project will demonstrate the 3-I's: *Idea - Implementation - Impact*. In other words, you will come up with a good IDEA that you will IMPLEMENT as an on-the-job project to create a significant and lasting IMPACT for your organization and its customers. You will report on the process you followed and the results you created.

**Q: Does the *Field Project* need to be something brand new that I must organize and implement?**

**A:** It would be ideal that you plan and execute a new project that will make a difference for your external or internal customers. However, if you have completed such a project within the past 12 months, you may choose to report on what it is you did and the tangible results you have already created.

**Q: How can we facilitate the approval signatures required for the sign-off of various steps in the certification process?**

**A:** At Steps 3 and 4 in the certification process, it is recommended that an employee have her/his supervisor sign-off on the completion of those steps. To simplify the sign-off procedure, here are two options: (a) if the application is to be mailed, the supervisor should go ahead and sign for Steps 3 and 4 where indicated, or (b) if the application is to be emailed (preferred method), please type the supervisor's name followed by the lower-case letters "wsa" that stand for: "with supervisor's approval." These three letters will signify to us that the supervisor has been involved and approves. If you are acting independently and no supervisor was involved, please make a notation as to who was impacted by your Field Project and include a testimonial from them attesting to the value of the contribution you made.

**Q: When will I receive my awards and how will these be presented to me?**

**A:** As soon as your supervisor signs off on Steps 3 and 4 and your application is submitted, it will be reviewed by a Cornerstone representative who will then package your awards and send these to the address indicated on your application form. Provided your application is complete, you can anticipate receiving your awards within 7 to 10 working days. If you have been interacting with your work supervisor, please invite her or him to present these awards to you. Otherwise, if you were working on your own, display the awards proudly and take a friend or loved one to lunch to celebrate your accomplishment.

**Q: What does the CustomerChampion certification represent?**

**A:** Please re-read the *CustomerChampion Program Overview* found at the **AstonishU.com Resource Center**. The *CustomerChampion* certification is based on the knowledge of and intention to apply the principles of *Customer Astonishment* as explained in Darby Checketts' book and in the video tutorial. The issuance of the *CustomerChampion* certificate attests to these five elements: (a) a candidate's planned study of the *Customer Astonishment* book and video tutorial, (b) the completeness of her or his exam responses, (c) the completion of a personal skill and readiness assessment, (d) the submission of a report on a *Field Project* aimed at improving the level of satisfaction of her or his customers, and (e) the submission of the forms necessary to verify items "a" through "d" above. Inasmuch as we at Cornerstone do not have first-hand familiarity with your technical competence *and* inasmuch as we do not know the day-to-day characteristics of your work performance and dependability, we cannot vouch for these. You will establish your own on-the-job credibility.

**Q: If I have any further questions, who do I ask?**

**A:** Ask your work supervisor or your in-house CustomerChampion coordinator, or contact a Cornerstone representative.

**Cornerstone Professional Development**

[www.AstonishU.com](http://www.AstonishU.com) / [www.CustomerChampion.com](http://www.CustomerChampion.com)

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