



ICSP

International Customer Service Professional

Customer service is no longer just support—it's a strategic driver of business success.

BUSINESS RESEARCH AND SERVICE INSTITUTE LLC

www.bراسi.org

ICSP LEARNING OBJECTIVES

Upon successful completion of the ICSP program, learners will be able to:

1. Define the role of customer service in customer retention.
2. Demonstrate a professional customer service mindset
3. Differentiate between reactive and proactive customer service.
4. Apply techniques for building customer trust and satisfaction.
5. Identify the characteristics of a memorable customer service experience.
6. Demonstrate active listening techniques.
7. Apply effective questioning methods.
8. Structure clear and professional customer responses.
9. Use professional, and customer-focused language.
10. Adapt communication style appropriately for various media.
11. Demonstrate proper live chat and phone communication etiquette.
12. Recognize cultural differences and adapt communication styles.
13. Apply cross-cultural communication practices.
14. Demonstrate professionalism, accountability, and ownership.
15. Identify common customer complaint categories and causes.
16. Apply complaint handling frameworks to resolve issues effectively.
17. Use de-escalation techniques to manage difficult customers professionally.
18. Manage customer expectations through timely follow-up and clear resolution.

ICSP

CERTIFICATION PROGRAM'S

Purpose and Scope



🌍 Why ICSP?

In today's competitive and customer-driven world:

- Service quality defines brand reputation
- Customer experience drives loyalty and retention
- Communication skills determine professional success

ICSP prepares you to stand out as a confident, professional, and customer-focused expert.

What You Will Learn

- ✓ Customer Service Fundamentals & Business Impact
- ✓ Professional Communication (Email, Chat, Phone)
- ✓ Active Listening & Structured Responses
- ✓ Cross-Cultural Communication & Global Clients
- ✓ Complaint Handling & Service Recovery
- ✓ De-escalation Techniques & Difficult Customer Management
- ✓ Real-world Customer Interaction Scenarios

INFERENCE ABOUT ICSP CERTIFICATE HOLDERS

The ICSP (International Customer Service Professional) program by BRASI is designed to equip professionals with the skills, mindset, and practical tools required to deliver exceptional customer experiences across global environments.

ICSP Self-paced & Instructor-led Courses

A Great Career Opportunity

- Ready to upgrade your customer service skills?
- Want to stand out in global client-facing roles?

Join the ICSP program today and become a certified customer service professional.



Who Should Enroll?

- Customer Service Representatives
- Call Center & Support Professionals
- Client-Facing Roles (All Industries)
- Professionals working with international clients
- Students and job seekers entering service roles
- Organizations looking to improve customer experience

Program Features

- ✓ 100% Online, Self-Paced Learning
- ✓ Optional Instructor-Led Training
- ✓ Real-world Case Studies & Practice Scenarios
- ✓ Flexible Learning Path (Access / Coaching / Certification)
- ✓ Globally Relevant Content
- ✓ Certificate with Unique Verification ID

Flexible Learning

- 3 Months Online Access
- Learn Anytime, Anywhere
- Optional Live Coaching Sessions

Certification

Earn the ICSP – International Customer Service Professional credential upon successful completion.

- ✓ Valid for Life
- ✓ Industry-relevant and globally applicable
- ✓ Demonstrates professional service capability

About BRASI

Business Research and Service Institute (BRASI) has been delivering high-quality professional training since 1981.

Our programs are designed using globally recognized standards and are trusted by professionals worldwide.

Contact Us

- ✉ info@brasi.org
- 🌐 www.brasi.org
- ☎ 1-800-636-8133 (USA & Canada)

How to Get Started

1. Visit www.brasi.org
2. Select ICSP Program
3. Choose your preferred learning option
4. Get instant access







BRASI's training courses are offered globally, and are known for their effectiveness. Students have access to the same high quality learning Learning Management System (LMS), and the standard assessment criteria. Training formats include Instructor led Online and Instructor-led Onsite.

Training formats include Instructor led Online and Instructor-led Onsite, as well as Self-paced, offering unmatched flexibility and convenience for today's busy lifestyle.



Business Research and Service Institute

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