



AAA Selects CIAC as a Preferred Supplier Offering Call Center Certifications to the Association's Call Centers Throughout the U.S. and Canada

AAA will use this industry-standard certification program to develop and validate mastery expertise in their contact center management professionals throughout its 79 clubs across the US and Canada. Ten AAA managers will begin a pilot program during the second quarter of 2003. Over the three-year contract period, AAA anticipates 1,700 call center executives, including vice presidents, directors, managers and supervisors, will pursue CIAC Certification within the Management Track.

([PRWEB](#)) April 13, 2003 -- Brentwood, TN - April 14, 2003 - The Call Center Industry Advisory Council (CIAC) announced today that AAA has selected CIAC Certification to certify its contact center managers and leaders. AAA will use this industry-standard certification program to develop and validate mastery expertise in their contact center management professionals throughout its 79 clubs across the US and Canada. Ten AAA managers will begin a pilot program during the second quarter of 2003. Over the three-year contract period, AAA anticipates 1,700 call center executives, including vice presidents, directors, managers and supervisors, will pursue CIAC Certification within the Management Track.

"We seek partner opportunities with organizations that offer services that assist in increasing the call center manager's range of knowledge and expertise," said Patricia Kleinfeldt, director, Quality and Education Services, Automotive for AAA. "CIAC Certification will guide individuals in identifying areas of improvement and help them plan their professional development. AAA managers that participate and achieve their professional certification will be recognized as leaders throughout our entire organization and the call center industry."

AAA individuals in the certification process can obtain three of the four CIAC Certification Management Track designations. They will be pursuing the CIAC-Certified Strategic Leader (CCSL), CIAC-Certified Operations Manager (CCOM) or CIAC-Certified Management Apprentice (CCMA) designation.

Managers pursuing CCSL and CCOM designations will each complete a rigorous six-step testing process. The process consists of four knowledge assessments covering the critical call center management areas of operations, people, customer relationships, and leadership and business. They will also complete a Work Product Assignment that assesses their ability to apply their expertise in a call center environment. The final step requires them to complete a cross-functional 360° Review that verifies their behavioral characteristics meet those identified as essential for executive leadership success. To keep their CIAC Certification active, they will be required to re-certify their proficiency in three years by completing a Master Knowledge Assessment based on their current competency requirements. Individuals pursuing the CCMA designation complete the four knowledge assessments to obtain their certification. They have the option of completing the Work Product Assignment and 360° Review at a later date to obtain their CCOM designation. They must also re-certify their proficiency in three years by completing a Master Knowledge Assessment.

Fredia Barry, President of CIAC said, "We are extremely pleased to have AAA join the ranks of innovative organizations that are using CIAC Certification. These organizations understand the strategic value of their human capital and the role of their contact center(s) in meeting business objectives."



About CIAC

CIAC is a not-for-profit organization established by the industry to develop, administer, and govern professional certification for professionals that lead, manage, and work in contact centers. For information visit the CIAC Certification web site at www.ciac-cert.org or call the CIAC Certification Operations Center at 888-859-2422.

About AAA

As North America's largest motoring and leisure travel organization, AAA provides, to nearly 46 million members, travel, insurance, financial and automotive-related services. Since its founding in 1902, the not-for-profit, fully tax-paying AAA has been a leader and an advocate for the safety and security of all travelers.
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