



# AIB CALL CENTER REPRESENTATIVE CERTIFICATE

NAME \_\_\_\_\_

DATE \_\_\_\_\_

The curriculum for the AIB Call Center Representative Certificate addresses the knowledge and skills necessary to become a superior Call Center Representative. To be successful, Call Center Representatives must have the appropriate level of understanding of retail products, in addition to understanding bank policies and procedures. Call Center Representatives must communicate well and apply sales skills effectively to cross-sell deposit and credit products and services, as well as open accounts for retail customers. Telephone skills, including telephone etiquette, are critical to the position.

In addition to a fundamental understanding of banking and banking regulations affecting the position, the required courses for the Certificate emphasize telephone skills, product knowledge, sales and customer service.

## Required Courses

You must complete the following courses.

Grade	Course	Delivery Options	
	AIB Banking Today		
	Cross-Selling Deposit Products		
	Dealing Effectively with Co-Workers		
	Effective Referrals		
	Ethical Issues for Bankers		
	Introduction to Relationship Selling		
	Regulatory Compliance for Call Center Representatives		
	Revitalizing Customer Service		
	Tele-Consulting		
	Telephone Etiquette		
	Understanding Bank Products		
<b>Applicants can purchase all of the required courses for this certificate as a self-paced online curriculum.</b>			

The AIB Call Center Representative Certificate meets the pre-certification education requirements for the Certified Call Center Representative designation through the Institute of Certified Bankers (ICB).

AIB Certificate Code: 62



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