

AS A CUSTOMER SERVICE PROFESSIONAL, you must develop the vital skills needed to enhance customer satisfaction and retention. The Institutes' professional development learning solutions provide you with the practical skills you can use in your everyday work—enhancing your productivity and insurance career opportunities.

▶ **ESSENTIAL BUSINESS SKILLS FOR THE INSURANCE PROFESSIONAL**

Develop business-related interpersonal skills to increase customer satisfaction and retention

Note: If your company is a member of the Council of Insurance Agents & Brokers (CIAB), you may be eligible for a discount on Essential Business Skills for the Insurance Professional.

▶ **INTRODUCTION TO PROPERTY-CASUALTY INSURANCE**

Build a strong foundation in basic property-casualty insurance principles

▶ **ACCREDITED CUSTOMER SERVICE REPRESENTATIVE (ACSR®)**

Improve your efficiency by determining the proper coverages for your customers

▶ **ASSOCIATE IN GENERAL INSURANCE (AINS®)**

Strengthen your ability to effectively apply general insurance principles and concepts

▶ **ACCREDITED ADVISER IN INSURANCE (AAI®)**

Gain the tools you need to establish a clear professional advantage in the marketplace and fulfill your commitment to customer service

The Institutes have practical, cost-effective and relevant professional development solutions for customer service professionals, whether you are new to the industry or a seasoned veteran.

CUSTOMER SERVICE PROFESSIONAL

Did You Know?

3 Specialized Completion Tracks are Available in the Accredited Customer Service Representative (ACSR®) Designation Program

4+ Flexible Learning Delivery Options

23+ Continuing Education (CE) Credits for Completing the ACSR Designation in Most States

And here is what recent designees had to say about The Institutes' designation programs:

83% of Institutes designees think earning a designation prepared them for their long-term career goals

93% of Institutes designees feel they gained valuable technical property-casualty knowledge

77% of Institutes designees feel earning a designation prepared them for their current job responsibilities

NEED MORE CONVINCING?

"The ACSR designation gives me credibility and helps me stand out as an insurance agent. It shows that I go above and beyond in my profession and that I am someone our clients can trust. I would highly recommend this program to anyone seeking to build a profession in the insurance industry."

LeeAnn Neumann, ACSR
Insurance Service Representative
Wells Fargo Insurance

"From my perspective as a hiring manager, these designations are a window into an individual's work ethic and clearly demonstrate an ability and drive that is needed to excel in today's demanding environment. When comparing two candidates who may be equal in all other qualities, I will gravitate toward hiring the one who has shown a commitment toward continuing education."

Jeff Cruey, CPCU, CIC, ARe, AU, AMIM
Vice President—Commercial Lines
Ohio Casualty Insurance Co.

"Being a young agent can have its drawbacks, but the ACSR designation has helped me prove that I have the knowledge and am backed by my employer's support to use it. When our clients see that I am accredited, they trust my ability to find and offer them the products that they need and that would best suit them. The designation will provide you with the tools, resources and confidence to work in an ever-changing industry."

Amanda E. Munson, ACSR
Customer Service Representative, Commercial and Personal Lines
Cross Insurance

Turn the page for more information and learn more online at www.TheInstitutes.org

JOIN THE CONVERSATION

Share knowledge and information with other insurance professionals around the world.

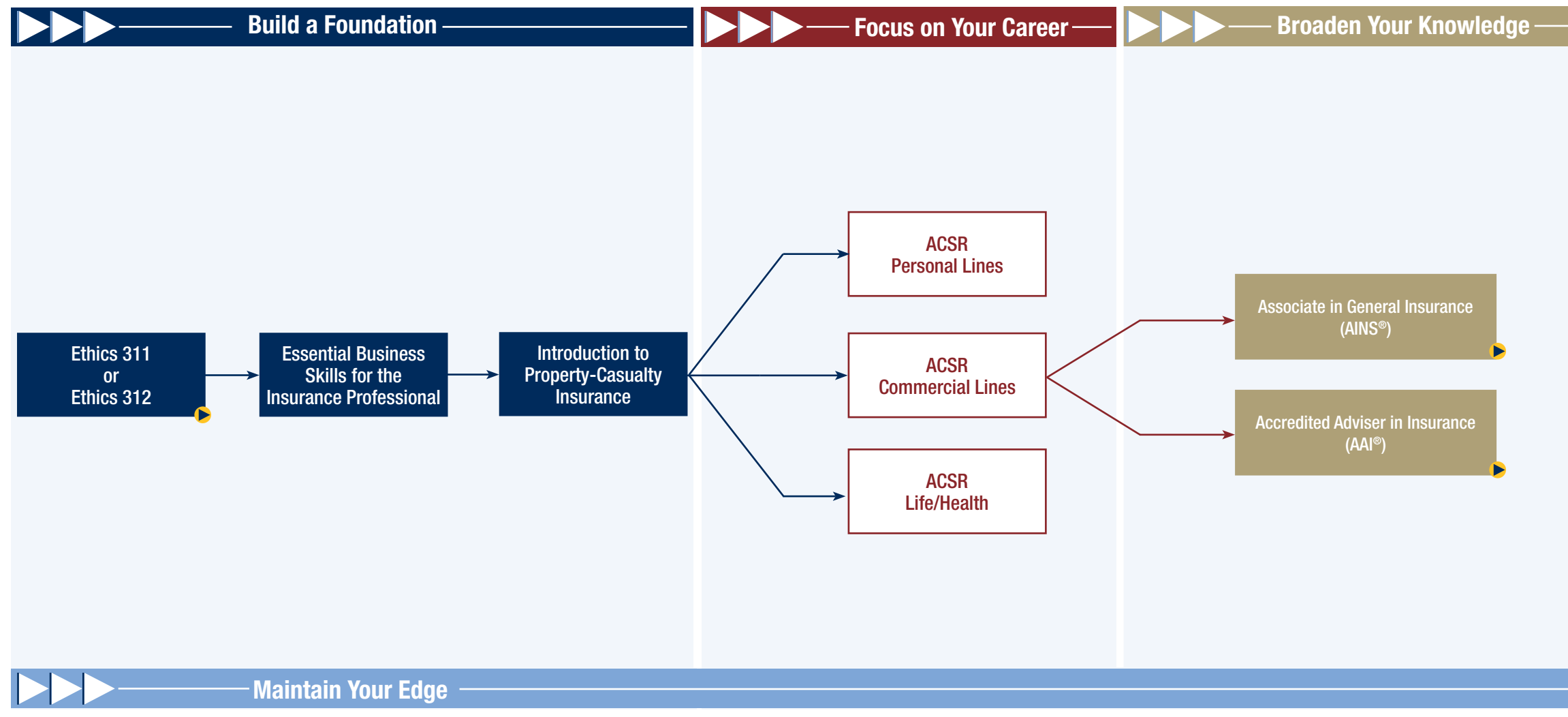
Join The Institutes Community at www.TheInstitutesCommunity.org

Also join us on   

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MODEL PROFESSIONAL DEVELOPMENT PATH FOR A CUSTOMER SERVICE PROFESSIONAL

To order study materials, register for exams or for detailed course or program information, visit www.TheInstitutes.org.



▶ Courses within this program apply to multiple Institutes programs. See www.TheInstitutes.org for details.

Broaden Your Knowledge

▶ Associate in General Insurance (AINS®)

AINS courses provide you with a comprehensive knowledge of insurance principles, practices, policies, and coverages, while the optional electives allow you to focus on areas relevant to your professional goals.

▶ Accredited Adviser in Insurance (AAI®)

The AAI program gives you the tools you need to establish a clear professional advantage in the marketplace and fulfill your commitment to customer service.

Build a Foundation

- ▶ 311—Ethical Guidelines for Insurance Professionals *or* 312—Ethics and the CPCU Code of Professional Conduct

Establish a practical ethical decision-making framework for any property-casualty insurance or risk management insurance career.

- ▶ Essential Business Skills for the Insurance Professional

Develop business-related interpersonal skills to increase customer satisfaction and retention.

- ▶ Introduction to Property-Casualty Insurance

Build a strong foundation in basic property-casualty insurance principles.

Focus on Your Career

Accredited Customer Service Representative (ACSR)

Improve your efficiency by determining the proper personal, commercial or life/health coverages for your customers.

Core Courses

- ▶ ACSR 4—Agency Errors and Omissions
- ▶ ACSR 5—Professional Development & Account Management

ACSR Personal Lines Track

- ▶ ACSR 1—Homeowners Insurance
- ▶ ACSR 2—Personal Automobile Insurance
- ▶ ACSR 3—Personal Lines Related Coverages

ACSR Commercial Lines Track

- ▶ ACSR 6—Commercial Property Insurance
- ▶ ACSR 7—Commercial Liability Insurance
- ▶ ACSR 8—Commercial Automobile Insurance
- ▶ ACSR 9—Commercial Lines Related Coverages

ACSR Life/Health Track

- ▶ ACSR 10—Life Insurance
- ▶ ACSR 11—Retirement Planning
- ▶ ACSR 12—Disability and Health Insurance

Maintain Your Edge

Continuing Education (CE)

Maintain your license with convenient online CE with CEU, powered by The Institutes. Visit www.ceu.com for a current course listing.

Online Learning

Fill gaps in your technical knowledge with The Institutes' growing collection of more than 300 self-study online courses.

Learn more online at www.TheInstitutes.org.