# BUSINESS PROFILE

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| **What we do** | CSIA is focused on:   * Assessing and Certifying organizations to the International Customer Service Standard (ICSS) * Using the ICSS as a tool to assist in analyzing and identifying improvement opportunities to improve customer experiences and employee engagement * Providing internationally recognized education, training and coaching * Facilitating the International Service Excellence Awards process * Provide our members with cutting edge information on what’s new in the world of customer experience through *Customer Service Excellence*, our e-magazine |
| **Our vision** | Our vision for the Customer Service Institute of America is to ensure all organizations and their team members feel great about what they do, and to understand the balance required between Passion and Process in order to achieve exceptional and consistent customer experiences. |
| **Our mission** | To assist our global clients in becoming the best they can be through:   * Determining, in conjunction with our clients, the most effective and efficient next steps based on stated desired customer experience * Providing a RoadMap to ensure success and clarity of what is required by all throughout the organization |
| **Our values** | We believe in:   * Building and maintaining strong relationships through trust, honesty and exceptional deliverables and service * Ensuring our team remains current, knowledgeable and innovative in the world of customer relations and experience * Making sure our clients see us as a part of their team, working with them to achieve their desired outcomes and delivery their customers with the best possible experience |
| **Our target market** | Global businesses, in a variety of industries, who seek to be the leaders in through differentiation in service, relationships and a sincere desire to work with the customer for the ‘right’ result |
| **Our differentiation** | Our organization was created with one purpose in mind, to help you, your team and your organization provide the best possible experiences for your customers.  Through our internationally recognized Standard – the International Customer Service Standard, as well as our wide variety of educational programs, we are able to be there for you regardless of your preferred method of engagement.  Through the International Service Excellence Awards, we are able to recognize organizations and individuals around the world that demonstrate extraordinary commitment to customer service excellence |