



# Distinguish Yourself as a Customer Service Leader

ACS<sup>®</sup>



# Associate, Customer Service™ (ACS®)

In a changing industry, one thing remains constant... customers expect more from your company. Get the knowledge and skills you need to exceed their expectations with the Associate, Customer Service™ (ACS®) designation! Distinguish yourself as a service expert and boost your job performance as you leverage the knowledge gained from this globally-recognized program.

*“Join the Leaders in Customer Service!”*

## ACS: A Solid Foundation for Your Success

Explore the knowledge and skills you need to deliver exceptional customer service. You can also tailor your learning to reflect your area of the business! To earn the ACS designation, complete three required courses and two elective courses.

Distinguish your professional outlook while learning how to:

- Identify characteristics of exceptional customer service from multiple perspectives
- Improve communication and interaction with internal and external customers
- Manage stress and make the most of your time
- Discover the best ways to select, train, evaluate and motivate employees
- Serve customers better by understanding factors that drive customer motivation and behavior
- Develop and improve customer relationships to enhance the complete customer experience
- Gain insights into the industry's best thinking





# Customize Your Learning with Specialized Tracks

## ACS — Life Insurance

### Required Courses:

**ACS 100:** Foundations of Customer Service -or-  
**ACS 101:** Customer Service for Insurance Professionals

**LOMA 280:** Principles of Insurance -or-  
**LOMA 281:** Meeting Customer Needs with Insurance and Annuities

**LOMA 290:** Insurance Company Operations -or-  
**LOMA 291:** Improving the Bottom Line: Insurance Company Operations -or-  
**ARA 440:** Reinsurance Administration

### Elective Courses: (choose two)

**LOMA 301:** Insurance Administration -or-  
**LOMA 302:** Lifecycle of a Policy: Insurance Administration

**LOMA 307:** Business and Financial Concepts for Insurance Professionals -or-  
**LOMA 308:** The Business of Insurance: Applying Financial Concepts

**LOMA 320:** Insurance Marketing -or-  
**LOMA 321:** Marketing in Financial Services

## ACS — Property and Casualty (US)

Jointly sponsored by LOMA and The Institutes

### Required Courses:

**ACS 100:** Foundations of Customer Service -or-  
**ACS 101:** Customer Service for Insurance Professionals

**AINS 21:** Property and Liability Insurance Principles (The Institutes )

**AINS 22:** Personal Insurance (The Institutes ) -or-  
**AINS 23:** Commercial Insurance (The Institutes )

### Elective Courses

**Offered by The Institutes:** (choose two categories)<sup>1</sup>

- Personal/Commercial Insurance
- Insurance Regulation
- Information Technology
- Claims
- Insurance Services
- Reinsurance

## ACS — Property and Casualty (Canada)

Jointly sponsored by LOMA and The Insurance Institute of Canada (IIC)

### Required Courses:

**ACS 100:** Foundations of Customer Service -or-  
**ACS 101:** Customer Service for Insurance Professionals

**C11:** Principles and Practices of Insurance (IIC)

**C12:** Insurance on Property (IIC) -or-  
**C13:** Insurance Against Liability, Part 1 (IIC)

### Elective Courses: (choose two categories)<sup>1</sup>

- Property/Liability Insurance (IIC)
- Loss Adjusting (IIC)
- Advanced Loss Adjusting (IIC)
- Underwriting (IIC)
- Agent/Broker (IIC)

<sup>1</sup> Visit [www.loma.org](http://www.loma.org) for a complete listing of elective courses and topics.



# Exceed Expectations with the ACS!



*"Being able to offer excellent customer service is a critical component to anyone's career. I believe the ACS designation has given me the tools to better understand the insurance and financial services industry. It has also helped me to further develop both my customer service and professional skills."*

*Joanne Landry, FLMI, ACS, ARA  
Medavie Blue Cross*

*"The ACS designation helped me appreciate customers better and created that desire to form solid and sincere relationships with them via participation in various company initiatives geared to make us more responsive to customer needs."*

*Paulita Agos Sioson, FLMI, AFSI, ACS  
The Insular Life Assurance Company, Ltd.*

## For more information

Contact your company's LOMA Educational Representative.

If you are an independent student,

contact LOMA's Office

of the Registrar.

[www.loma.org](http://www.loma.org)  
1-800-ASK-LOMA

