

ACS®



**Distinguish Yourself as a  
Customer Service Leader**



## Associate, Customer Service™ (ACS®)

Providing the kind of service that exceeds customers' expectations takes knowledge and skill... do you have what it takes?

If you're looking to better understand your customers, as well as the processes and technologies that help you serve them effectively, then explore what LOMA has to offer 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 these programs, all while helping to improve your company's bottom line.



## 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
- Gain insights into the industry's best thinking

*"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.

## Customize Your Learning with Specialized Tracks:

### ACS — Life Insurance

#### Required Courses:

**ACS 100/101**  
Foundations of Customer Service/  
Customer Service for Insurance Professionals

**LOMA 280/281**  
Principles of Insurance/Meeting Customer  
Needs with Insurance and Annuities

**LOMA 290/291**  
Insurance Company Operations/Improving  
the Bottom Line: Insurance Company  
Operations

-or-  
**ARA 440**  
Reinsurance Administration

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

Marketing  
Management  
Investments  
Compliance/Law  
Insurance Administration

### ACS — Property and Casualty (US)

*Jointly sponsored by LOMA and The Institutes*

#### Required Courses:

**ACS 100/101**  
Foundations of Customer Service/  
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 100/101**  
Foundations of Customer Service/  
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)

### ACS — Annuities<sup>2</sup>

#### Required Courses:

**ACS 100/101**  
Foundations of Customer Service/Customer Service  
for Insurance Professionals

**AAPA 273<sup>3</sup>**  
Annuity Principles and Products

**AAPA 303<sup>4</sup>**  
Annuity Systems and Administration

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

Marketing Annuities  
Management  
Investments  
Compliance/Law



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

<sup>2</sup> The ACS Annuities Track will be offered only through the end of 2015.

<sup>3</sup> AAPA 273 is no longer available, but counts as credit in the ACS – Annuities designation.

<sup>4</sup> AAPA 303 will be offered only through the end of 2015.



Visit [www.loma.org](http://www.loma.org) or e-mail [education@loma.org](mailto:education@loma.org)

The ability to deliver excellent customer service is essential to your company's success.

Are you equipped to overcome the challenges that come with the job?

Customer Service for Insurance Professionals is our online, interactive course that provides a comprehensive view of the customer service role in insurance and financial services organizations, as well as insurance-specific information and skills-based training.

This course:

- Blends extensive use of multi-media with learning activities
- Provides learners with job relevant opportunities to practice customer service skills
- Counts as credit toward the popular Associate, Customer Service (ACS) designation

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

