



Distinguish Yourself as a Customer Service Leader



Advancing the financial services industry by empowering our members with knowledge, insights, connections, and solutions





Associate, Customer Service™ (ACS®)

ACS: A Solid Foundation for Your Success

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.

- 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.

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, just complete three required courses and two elective courses.

“Join the leaders in Customer Service!”



Meet the new expectations for customer service.



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: Insurance Marketing: Connecting with Customers

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)¹

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) -or-
C81: General Insurance Essentials, Part 1 (IIC) and
C82: General Insurance Essentials, Part 2 (IIC)

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

Elective Courses Offered by the IIC: (choose two categories)¹

Property/Liability Insurance
Loss Adjusting
Advanced Loss Adjusting
Underwriting
Agent/Broker

¹ Visit www.loma.org for a complete listing of elective courses and topics.





Exceed Expectations With the ACS!

For more information:

Contact your company's LOMA Educational Representative.

If you are an independent student,
contact LOMA's Office
of the Registrar.

Customers in the U.S. and Canada,
please contact: membersolutions@loma.org

International Customers,
please contact: intl@loma.org

"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."

"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."