

# Member Service Representative Accreditation Program Checklist (CU00-SSRACC)

This unique accreditation recognizes fully-trained service representatives (MSRs/FSRs) who have acquired the competencies to perform typical side-counter transactions. The program recognizes both formal and on-the-job learning and measures MSRs' knowledge, skills, and behaviours against national, industry-defined performance standards in six key result areas (KRAs). When MSRs demonstrate that they meet the standards, they receive the nationally recognized designation of "Accredited Member Service Representative".

## MSR Accreditation Program Assessment

This assessment consists of (3) parts which will be used to confirm the MSR's knowledge, skills and behaviours are consistent with the national accreditation standards. For the purposes of this evaluation the MSR Accreditation Logbook is broken down into (6) key result areas and students must achieve 90% overall to be successful. The MSR Accreditation exam is set by Dalhousie University and students must achieve 60% to be successful. 1 in 5 or 20% of MSR accreditation students are externally evaluated which consists of a third party mystery shop and supervisor and employee interviews.

- SSRACC-LBM MSR Accreditation Logbook
  - A - Implement and maintain a professional development plan
  - B - Increase Revenue
  - C - Provide cost-effective services which meet members' needs
  - D - Promote a positive image of the credit union
  - E - Maintain Security
  - F - Create and support a positive, team-oriented working environment
- CU00-SSRACC-EX Exam
- CU00-SSRACC-EE External Evaluation

## Prerequisite

Before member service/call centre representatives can go through this accreditation program, their supervisor needs to complete the Supervisor Orientation (CU01-STSRACC) to the program. This four week blend of online group sessions and an independent assignment gives supervisors a good understanding of the process and enables them to effectively coach and monitor employees through it.

## More Information

For more information, visit our website at [www.cusource.ca](http://www.cusource.ca) or call 1-888-367-1386 to speak with a CUSOURCE® staff member directly.

