

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 or call centre 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 (KRSs). When MSRs demonstrate that they meet the standards, they receive the nationally recognized designation of " *Accredited Member Service Representative*".

MSR Accreditation Program Assessment

A 3-part assessment is used to confirm that the MSR's knowledge, skills and behaviours are consistent with the national accreditation standards. This assessment includes: a Logbook, the MSR Accreditation Exam, and, for 20% of accreditation candidates, an external evaluation.

The MSR Accreditation Logbook is broken down into 6 key result areas (KRAs) on which employees need to score 90% to be successful. The MSR Accreditation exam is set by Dalhousie University; candidates need to achieve 60% to be successful. One in five or 20% of MSR Accreditation candidates is evaluated by an experienced third party in a telephone mystery shopper situation and both the MSR's supervisor and the candidate go through an extensive interview.

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

Pre-requisite

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

