

International Business Training Association

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News Release



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New Customer Service Edition to be Released by End of 2024

Austin, TX, July 1, 2024 – The International Business Training Association (IBTA), developers of the Certified Business Professional (CBP) certification, is working on a new edition of its Customer Service course. This updated course is set to be released by the end of 2024.

The Customer Service course helps current and future business professionals develop the knowledge and skills necessary to become a successful customer service professional. The new course will include advances in the use of technology in customer service, including new communication media and payment options.

Katherine Cohan, Vice-President of Operations said, “Providing good customer service is essential in keeping a business running. Customer service training allows one to learn the correct customer service attitudes and protocols, and keep up-to-date on emerging technologies.” She said that IBTA’s Content Development Team acknowledges the changes that new technologies have brought to business processes and the challenges they have brought to customer interactions and business in general. She continued, “IBTA’s content, courses, and certifications are designed to provide a solution to current challenges in the business world so that individuals and businesses can be proactive at ensuring good relationships with customers and thereby good and profitable business.”

The Customer Service course is recommended for customer service professionals, service agents, front-line workers, managers, supervisors, and business professionals who wish to

specialize in the customer service business segment. It is intended to provide the business professional with the skills and characteristics required for effective customer service. Students are taken through role-playing scenarios as well as end of module quizzes to reinforce achieving learning objectives. IBTA states that it continues to develop and maintain global standards for essential business skills, and that customer service is at the top of the required skills for a successful business.

IBTA offers the opportunity to become an Authorized Training Partner (ATP) for the CBP certification. ATPs receive IBTA support in the form of referrals, support, industry news and instructor program support. Visit cbpcertify.com to learn more about becoming an ATP.

About IBTA

The International Business Training Association is a knowledge-centered organization committed to the training and certifying of business professionals to international standards. IBTA's mission is to equip business professionals with the essential skills and certifications required to meet and surpass business standards in our global industry.

IBTA officially released its business certifications in 2003 under the brand of the Certified Business Professional (CBP) after two years of initial consultation and development. Since 2003, IBTA has partnered with Prometric, the global leader in technology-enabled testing and assessment services for academic, professional, government, corporate, and information technology markets. Today, IBTA's CBP certification is the fastest growing business skills certification for business professionals with partners in the U.S., Canada, Asia, the Middle East, Australia, Latin America, and the Caribbean.

IBTA offers the following courses:

- Customer Service
- Leadership
- Sales
- Business Communication
- Business Etiquette
- Accounting & Budgeting
- Business Management
- Human Resource Management
- English Grammar for Business
- Marketing
- Project Management
- Tourism and Hospitality

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