

AGENCY SPONSORSHIP OVERVIEW

The Insurance Reset™

Strengthening human capability where automation cannot.

CSR Professional Foundations Certification™

Agency Sponsorship Overview

theinsurancereset.com



The Pressure Your Service Team Is Operating Under Right Now

Your CSRs are not simply answering phones. They are navigating a fundamentally different operating environment than the one most agencies were built to support:

AI-Assisted Workflows

Automated outputs that still require human verification before action — every single time.

Escalating Interactions

Customer conversations carrying higher emotional intensity and greater consequence than ever before.

Cognitive Load

Documentation decisions made under sustained pressure with no margin for error.

Ethical Ambiguity

Situations requiring judgment without structured frameworks to guide decision-making.

Boundary Erosion

Burnout driven not by workload alone, but by the collapse of professional boundaries.

Operational drift rarely begins with lack of knowledge. It begins when pressure exceeds structured judgment.

What Continuing Education Does Not Address

CE answers exactly one question: **Has this person met their renewal requirement?** It was never designed to address the operational realities your service team faces daily.

CE Does Not Measure

- How a CSR handles an escalated customer under pressure
- Whether documentation decisions hold under stress
- How AI output gets verified before acting on it
- What happens when ethical clarity is ambiguous
- How boundary erosion leads to turnover

These Are Capability Gaps

Compliance education ensures your team is licensed. It does not ensure they are **professionally equipped** to perform under the conditions your agency demands.

The distinction matters. Licensing verifies knowledge. Capability development builds the structured judgment that prevents E&O exposure, documentation errors, and preventable turnover.

These gaps require structured professional development, not more CE hours.



THE CREDENTIAL

CSR Professional Foundations Certification™

A structured, self-paced professional credential built **exclusively** for working Customer Service Representatives in property and casualty agencies. This is not adapted from generic customer service training. It was built from **25 years of direct CSR experience** inside the role your team occupies right now.

6 Verified Hours

Instructional content with formal assessments

Self-Paced

No group sessions or scheduling coordination required

12-Month Access

Flexible completion window for working professionals

Certificate Issued

Formal credential upon successful completion

What the Certification Develops

The CSR Professional Foundations Certification™ is organized around **six core competency areas** – each targeting a specific operational vulnerability in modern agency service delivery.

1

Emotional Regulation Under Pressure

Structured techniques for maintaining professional composure during high-stakes interactions.

2

Ethical Decision Making

Frameworks for navigating real-world service scenarios where right and wrong are not clearly defined.

3

Customer Communication in Conflict

Precision language and de-escalation methods for emotionally charged customer encounters.

4

Burnout Prevention

Boundary intelligence strategies that address the root cause of CSR attrition – not just the symptoms.

5

Accuracy Under Cognitive Load

Discernment protocols for documentation decisions made under sustained operational pressure.

6

Human Discernment in AI Environments

Structured verification practices for AI-assisted workflows where human judgment remains essential.

How Agency Sponsorship Works

The Insurance Reset™ operates on a **Seat-Based Sponsorship Model** designed for minimal operational disruption and maximum professional impact. No internal facilitation required. No LMS integration required.



What Agencies Do


- Sponsor seats for existing CSRs
- Sign a participation agreement
- Allow time for independent completion

What Agencies Receive

- Enrollment confirmation
- Completion confirmation

What Agencies Do Not Receive

- Assessment scores
- Participant reflections
- Performance data of any kind

 **This is by design.** Protected participant privacy is foundational to the program's effectiveness. Honest professional development requires confidential space.

Built with Clear Boundaries

What This Is Not

- Not therapy
- Not HR evaluation
- Not performance monitoring
- Not a white-label product

There is no ambiguity about what this program is – or is not.

What This Is

Structured professional development delivered with institutional discipline and clear program architecture:

- **Protected Participant Privacy**

Confidential learning environment by design

- **Completion-Only Reporting**

Agencies receive enrollment and completion confirmation – nothing more

- **Non-Clinical Professional Boundaries**

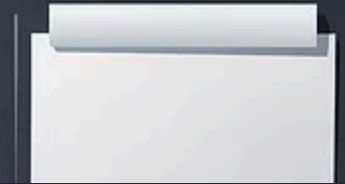
Clear scope. No therapeutic or evaluative crossover.

- **Version-Controlled Standards**

Curriculum maintained with institutional rigor

- **CE-Ready Architecture**

Instructional design aligned with continuing education standards



THE INVESTMENT

The Investment

\$1,200

Per CSR Seat

Standard institutional pricing

6

Verified Hours

Formal assessments included

12 Mo

Access Window

Flexible self-paced completion

This is **workforce capability development**, not CE course pricing. The distinction is intentional.

Consider the true cost of what this program prevents: one documentation error triggering E&O exposure, one compliance failure under audit, one experienced CSR who burns out and leaves. The cost of replacing a single trained CSR far exceeds a single seat investment. This is structured workforce strength, delivered with discipline.

BUILT FROM THE INSIDE

Built From the Inside

Christy Hammond

Founder, The Insurance Reset™

President, The CALLED Leadership Co., Inc.

25 years as a licensed property and casualty insurance professional working directly in the CSR role.

This certification was not built from a consulting framework or adapted from generic training content. It was built from the operational realities your team navigates daily:

High Call Volume

Emotional
Escalation

Documentation
Precision

Ethical Ambiguity

AI Integration

The goal is not inspiration. The goal is professional strengthening.

NEXT STEP

Ready to Evaluate Sponsorship Fit?

The first conversation is a **direct 30 to 45-minute discussion** focused entirely on your agency's current operating environment. No sales presentation. No obligation.

1

Service Environment

Assess current CSR pressures and capability gaps

2

Team & Priorities

Review team size and operational priorities

3

Implementation Plan

Determine sequencing and seat count

[Schedule a Conversation](#)

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