

# CERTIFIED CONTACT CENTRE INTERACTION QUALITY FOR EVALUATORS (CCCIQE)

**Date** : 17<sup>th</sup> – 19<sup>th</sup> January 2018  
**Venue** : Vistana Hotel, Kuala Lumpur



Certificate of completion  
awarded by **Western  
Kentucky University  
(USA)**.

## Workshop Description

At the heart of Customer Experience Management (CEM) in a Contact Centre, Quality monitoring refers to the process of listening to or observing an agent's interaction points with customers to establish and evaluate the quality of the interaction.

In contact Centres, this is the most effective method for improving agent skills, motivation levels and the overall level of service delivery within the operational calling floor. When interactions are monitored properly, not only can it improve the customer experience, it can also improve overall contact Centre performance, reduce callbacks, focus training efforts, identify process improvement opportunities and facilitate employee development.

Therefore, a Contact Centre's quality monitoring program is an essential component in ensuring the consistency of Customer Experience delivered to customers. Quality interactions help retain your customers and grow the business.

This workshop delves into the necessary elements in understanding, designing, implementing and managing a quality management program to ensure consistent, high quality sales/service information accuracy, quality management and great customer experience.

## Workshop Learning Objectives

- Create and enhance awareness of contact center quality monitoring;
- Learn key concepts about quality monitoring;
- Understand how quality monitoring is the key factor in determining the actual customer experience;
- Manage individual development effectively.

## Workshop Learning Outcome

- Derive monitoring objectives from the Quality Vision of your contact centre
- Develop a specific scorecard for your contact centre team
- Score interactions in an unbiased and objective manner
- Create a calibration score card
- Create a coaching score card
- Draw out performance patterns from quality monitoring scores

## Who Should Attend?

- Quality Analysts
- Quality Professionals
- Senior Contact Center Professionals

### Training Methodology

The training methodology will be based on the ATCEN PEAK methodology. This will include:

- High impact short lectures
- Experiential learning activities
- Audio and visual learning enhancements
- Knowledge sharing
- Case studies and analyses
- Instant feedback from the facilitator

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## Workshop Outline

### Introduction

- The Evolution of Customer Service to Customer Experience
- Differences Between Customer Experience, Customer Relationship Management (CRM) and Customer Service

### Module 1: The Role of Quality Monitoring in a Contact Center

- What is a Quality Monitoring Program?
- The Direct Impact of Quality of Interactions in Customer Experience Management
- Understanding the Concept of Quality Monitoring and the Distinct Customer Experience
- Balancing Quality, Cost and Customer Experience using Quality Monitoring
- The Benefits of the Quality Program
- Using the Quality Monitoring Program as a Performance Indicator

### Module 2: Setting up a Quality Monitoring Program

- Designing and Developing a Quality Monitoring Program
- Defining the Quality Monitoring Program Vision Mission and Objectives
- Identifying Documentation Required in a Successful Quality Monitoring Program
- Developing the Quality Monitoring Scorecard
- The Logic Behind Scoring Methodologies
- Identifying the Best Methodology for your Organization
- Management Support and Considerations

### Module 3: The Quality Monitoring Foundation

- Identifying the Right Analysts to Conduct Quality Monitoring
- Training Leaders, Facilitators and Quality Monitoring Teams
- Interaction Quality Monitoring Methodology for Call/Email/Web Chat to be Monitored

### Module 4: Operational Elements of Quality Monitoring

- The Best Practice Approaches to Monitoring
- Identifying Agent's Areas of Strengths and Development
- Creating Alignment and Identifying Correlation Factors of Quality Monitoring Scores with Existing KPI's
- Performance Managing Quality Monitoring Results
- Using Quality Monitoring Data as Performance Indicators

### Module 5: The Importance of Calibration

- What is Calibration?
- Understanding the Objectives of Calibration
- Mapping the Call Calibration Process and Planning
- Meeting Management Skills for a Call Calibration Session
- Creating you Calibration Scorecard

### Module 6: Performance Feedback Concepts

- What is Feedback and How It Works
- The Relationship and Differences Between Performance Monitoring and Feedback
- The Performance Management Principles in Interaction Quality Monitoring

### Module 7: Key Interaction Quality Coaching Skills

- Principles & Qualities of an Effective Quality Coach
- The GROW Approach in Coaching and Tracking Performance
- Developing Communication Skills to Secure Buy-in

### Module 8: Moving Forward

- Assessing the Readiness of Current Operations to Implement Quality Monitoring Program
- Creating Your Personalized Implementation Plan

## Certification by:



Certificate of Completion  
awarded by Western  
Kentucky University (USA)

Certification is dependent on  
the following:

- Full Class Attendance
- Assessment comprising of 50 Multiple Choice Questions (100%)

An examination score of **80 percent or higher** must be achieved in order to obtain certification.

## Workshop Chronology

**0830 Registration**

**0900 Workshop Begin**

**1030 – 1045 Morning Break**

**1300 – 1400 Lunch**

**1530 – 1545 Afternoon Break**

**1700 End of Workshop**

*Chronology applies for Day 1 till Day 3.*

*For Day 3,*

**1700 – 1830 Examination**

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## Program Facilitator

# Ken Ng

Ken serves as Principal Consultant for The ATCEN Group. He is a Certified Professional Speaker, Certified Support Manager from Service Support Professional Association of America. He holds a BSc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian customer interaction management industry since the mid-90's and is better known as the "Sifu" to his peers, colleagues, partners and customers. Ken is one of only two Certified Trainers from Western Kentucky University, USA that is able to conduct this program.

With more than 19 years of both strategic and operational service and customer interaction experience, Ken is an author of numerous articles distributed internationally and has conducted in-depth research and studies on service, contact centers and the customer experience in Asia Pacific. Passionate, dynamic and energetic, he is a much sought after speaker and has been involved in providing strategic directions for the Asian service, sales, marketing and customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. Intent on sharing his expertise in the customer experience industry, he is regularly nominated by the Customer Relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of the notable judges in the highly recognized CRM & CCAM Annual Awards in various categories. His expertise continuously leads to consulting and performance enhancement engagements regionally with Multi National Companies, Large Local Conglomerates and Government Linked Companies, where he focuses on the mission critical aspects of Service, Customer Interaction and Customer Experience, Strategic Sales and Service Blueprint design, Human Capital Recruitment & Development, Service, Sales & Marketing Framework, People Motivation & Teamwork, Business Development, Key Account Servicing, Business Process Rejuvenation, Performance Management implementation and all aspects of Frontline and Contact Center Management.

Ken first became involved with service in the mid-80's while he was still in America. Since then, Ken has held a variety of leadership, management and operational roles in service, sales, marketing, collections for major service and sales operations. Ken is also a pioneer/owner of the first premier cyber cafe chain in Malaysia and has held key positions in many organizations such as Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Technical Support for the Nokia Care Line responsible for supporting the South East Asia and Asia Pacific region, Marketing Consultant for Microsoft Malaysia's MSN website to Sales and Marketing Strategist for the Kirby Company, USA and many more.



### Companies that have attended programs with Ken

- Alcatel Lucent (M)
- Bank Islam
- Bank Kerjasama Rakyat
- Bank Muamalat
- Canon Marketing
- DHL Express (M)
- E-Genting
- EON Bank
- Etika Insurance & Takaful
- ING Insurance
- Institut KWSP, interTouch (M)
- iPerintis
- IT-365
- Jebsen & Jessen Communication Solutions
- Johnson Controls (M)
- Kompakar eRetail
- Malaysian Assurance Alliance
- Maybank
- OCBC Bank, Professional Advantage
- Prudential BSN Takaful
- REDtone Telecommunications
- Royal Selangor
- Sapura Research
- Shell Information Technology International
- Takaful Ikhlas
- Tokio Marine Insurans

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## Program Facilitator

# Roshini Visvanathan

Roshini is a Training Consultant with the ATCEN Group. She graduated with honors from the University of Malaya and since then has had the opportunity of working with several national and international organizations. She is a Certified Professional Trainer (USA), Certified Contact Centre Manager and a Coach.

Prior to joining ATCEN, Roshini has worked in the Insurance, Banking as well as Technology industry. Coming from a corporate management environment, Roshini has extensive experience leading teams in projects involving process improvement in areas such as Customer Service as well as Service Quality Management.

Having had experience in the many facets of customer service including face to face customer interaction, Complaints and Escalation management via the phone as well as emails, Roshini is well versed with the technicalities and skills needed to handle today's customers in the contact center environment. She also has good experience managing people from very diverse cultures, backgrounds and countries.

Furthermore having dealt with many difficult customer situations, she is very experienced in training first level as well as second level customer support staff to better see the techniques in handling complicated cases involving people, processes and products.

As a trainer Roshini has conducted trainings and workshops in many different areas. This includes Contact Center Team Leader, Contact Center Manager, Contact Center Coach, Help Desk Professional, Contact Center Professional, Call Quality Management, Managing Difficult Customers, The Total Customer Experience, Telephone Etiquette, Negotiation Skills, Process Improvement, Effective Communication Skills, Delivering Resolutions to Customers, Telesales skills, Presentation skills, as well as Quality Improvement. Roshini has undertaken projects related to change management and Needs Based Selling.

Roshini is a highly motivated individual that truly believes in the potential of people. She is actively involved in several NGOs related to the development of young adults. Her dynamic personality has many a time been described by people to be contagious. Roshini passionately believes that, "The End of Education is Character" and with the right Character, Anyone can Achieve Success.



### Companies that have attended programs with Roshini:

- Hewlett- Packard
- CIMB
- MAA
- ASTRO
- Perodua
- Mesiniaga
- Bank Negara
- Bank Rakyat
- Alfa Laval
- Century Software
- CSC Malaysia
- KWSP
- Tanjong Offshore
- Prometric Technology
- Taylors University College
- DagangNet
- Global Transit
- Maybank
- Celcom
- ETIQA
- Ambank
- RHB Bank
- SONY Malaysia
- Canon
- Takaful
- TNT Malaysia
- Sunway
- AIA
- Alcatel Lucent
- K&N Kenanga
- Heitech Padu
- Perodua
- Atos Origin
- Cosmopoint
- Bank Islam Berhad

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## Companies that have attended “Certified Contact Centre Interaction Quality For Evaluators” public workshop since 2010

|   |                                  |
|---|----------------------------------|
| Air Selangor                            | Malayan Banking Berhad           |
| ASTRO                                   | Measat Broadcast Network Systems |
| Ambank Group Organizational Development | Mesiniaga Services Sdn Bhd       |
| Amway Malaysia                          | Pacnet Global (M) Sdn Bhd        |
| Bank Negara Malaysia                    | Pos Malaysia Berhad              |
| Bank Rakyat Berhad                      | Primary Contact Sdn Bhd          |
| Brunei Shell Petroleum Sdn Bhd          | Prudential BSN Takaful Berhad    |
| DHL Information Services (Asia-Pacific) | Prudential Services Asia Sdn Bhd |
| e2 Power Sdn Bhd                        | RHB Banking Group                |
| EON Bank Bhd                            | Sapura Research Sdn Bhd          |
| Etiqa Insurance & Takaful               | Siemens Malaysia Sdn Bhd         |
| Getronics Solutions                     | SIGMA                            |
| Hong Leong Bank Berhad                  | SME Bank                         |
| Institut Jantung Negara (IJN)           | Standard Chartered Bank Malaysia |
| Institut KWSP                           | Tenaga Nasional Berhad (TNB)     |
| IPA Singapore PTE. LTD                  | TT dotCom Sdn Bhd                |
| iPerintis Sdn Bhd                       | Voicecyber SEA Sdn Bhd           |
| KWSP                                    |                                  |
| Lafarge Cements Sdn Bhd                 |                                  |

### Participants' Feedbacks

*“This program is good especially who practicing in contact centre field. Some of them do not have an exposure on the right concept of call quality management due to they work base on the experience only”*

- Senior Executive, Customer Service & Quality, Sapura Research Sdn Bhd

*“I really appreciate to be put in this program which relate much to my new role as Senior SD Analyst”*

- IT Service Management Analyst, Brunei Shell Petroleum

*“The overall content was very useful for my job. It will help in improving my skills and my department practical”*

*“Highly recommended for AVP to be invited together with QA'S & TM'S. More homework for creating parameter & element description - this to access individual understanding”*

**11th**  
SESSION SINCE  
2010!

**100%**  
Score on Trainer's  
Feedback – Last  
Session  
(March 2017)

**92**  
Numbers of  
participants that have  
joined this course  
(public workshop)  
since 2010



To Register or For More  
Information

Kindly call **03-7728 2623** or  
email to [info@atcen.com](mailto:info@atcen.com)  
**www.atcen.com**