



**ATCEN is the People Development Expert.**  
**Established since 2003, ATCEN Education Group**  
**consists of ATCEN, PORTMAN and outLOUD companies.**

## ATCEN SERVICES

### Business Training

Leadership and Management Development  
 Customer Experience Development Programs  
 Sales and Business Development  
 Reallyenglish (Online English Training)

### Business Events

Conferences  
 Motivation Talks  
 Team Effectiveness (Teambuilding) Events

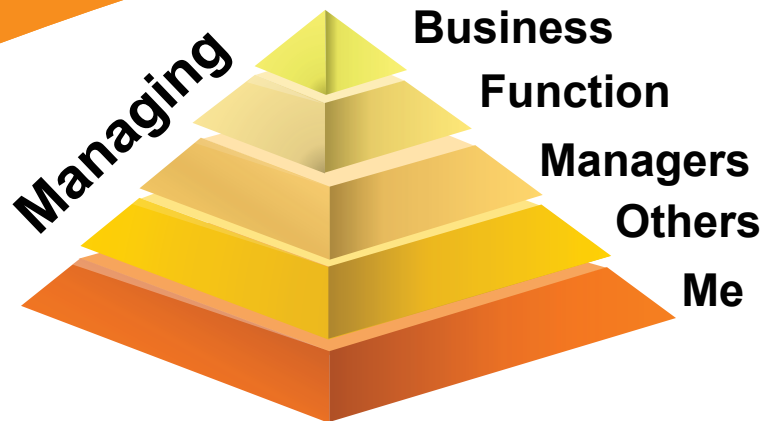
### Business Advisory

Customer Experience Management  
 Strategic Brand Development  
 Human Resource Advisory  
 E-Learning Content and Portal Development

### Registration / Accreditation / Partner

- Ministry of Finance**  
Registered as Training, Course / Seminar and Education Management Service Provider.
- HRDF**  
Pembangunan Sumber Manusia Berhad Class A and 5-Star Training Provider.
- ASIAN BANKING SCHOOL**  
Asian Banking School Conducts programs under ABS for Financial Institutions.
- CCAM**  
Contact Centre Association of Malaysia Recognised as a Training Provider.
- Reallyenglish**  
Really English Distributor of English e-learning Softwares.
- ilm**  
Recognised Provider Institute of Leadership and Management Offering ILM Development Programs.
- WKU**  
Western Kentucky University Asian Partner. Offering WKU Certified Programs.
- ACU**  
asiaeuniversity Asia e University Learning Partner.

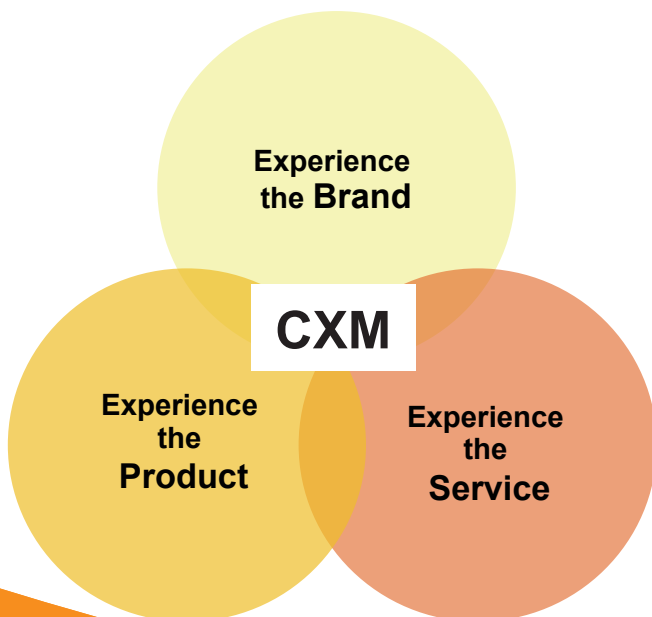




- Action Leadership
- Assertive and Courageous Conversation at Work
- Behavioural Interviewing Skills
- Business Acumen and Decision Making
- Business and Marketing Mastery
- Coaching for Performance
- Corporate Entrepreneurship and Business Acumen
- Corporate Grooming and Etiquette
- Effective Communication Skills
- Effective Supervisory Skill
- Executive to Manager - The Transition
- Feedback and Courageous Conversations
- Finance for Non-Finance Managers
- From Planning to Execution
- High Performance Organization
- HR for Non-HR Managers

- Leadership and Management Mastery
- Managerial Communications
- Media Interviewing Skills
- Performance Management Balanced Scorecard
- Personal Branding
- Personal Management and Leadership
- Presentation and Public Speaking
- Presentation with Impact
- Principled Negotiation Skills
- Problem Solving and Decision Making @ Work
- Project Management
- Strategic Planning and Management
- Strategic Thinking and Creativity
- The 8 Critical Skills of a Successful Manager
- Transformational Change

## CUSTOMER EXPERIENCE DEVELOPMENT



- Certified Contact Centre Professional (CCCP)
- Certified Customer Service Professional (CCSP)
- Certified Contact Centre Team Leader (CCCTL)
- Certified Contact Centre Manager (CCCM)
- Certified Help Desk Professional
- Creating the WOW Customer Experience Face to Face
- Creating the WOW Customer Experience with Telephone Etiquette
- Contact Centre Inbound Tele-Skills
- Contact Centre Team Leader Assessment
- Customer Service Coaching
- Effective Business Writing for Complaint Handling
- Managing Challenging Customers & Complaints
- Managing the Branded Customer Experience
- Persuasive Tele-Collection Skills
- The Customer Service Mindset & Attitude
- Up-Selling & Cross-Selling

# SALES AND BUSINESS DEVELOPMENT



- Customer Focused Selling
- Handling Sales Objections & Negotiation Skills
- High Impact Sales Presentation Skills
- High Performance Sales Force Management
- High Performance Selling & Powerful Closing Techniques
- Key Account Management & Selling to Senior Management
- Outbound Tele-marketing & Cold Calling
- Persuasive Communication Skills
- Relationship Marketing
- Retail Sales & Services
- Strategic Marketing Management
- Successful Tele-Sales Management
- The Sales Champion Mindset

## OTHER DEVELOPMENT AREAS

### Manufacturing

- ISO 9001 / 14000
- Preventive Maintenance
- Problem Solving Techniques
- Poka-yoke / Kaizen / Lean
- Statistical Analysis



### Human Capital

- Certified Professional Trainer
- Employee Handbook
- Succession Planning and Talent Development
- Train the Trainer - Experiential Learning
- Training Needs Analysis & Evaluation



### Office Management

- 5S Training
- Financial Competence for Clerical Staff
- General Office Management Skills
- Excel Training



### Supply Chain Management

- Logistics Management
- Procurement and Materials Management
- Supply Chain Management
- Warehouse Management

### Writing & Language Skills

- Reallyenglish (online learning)
- Business Mandarin Speaking Skills
- Business Writing Skills
- Essential English Grammar
- Proposal Writing
- Technical Report Writing



## OUR CLIENTELES

ACSON Malaysia	Digi	Lembaga Hasil Dalam Negeri Malaysia	Robert Bosch
AEON Credit	DKSH Malaysia	Lembaga Pembangunan Industri Pembinaan	Royal Selangor Marketing
Affin Holdings	DRB-Hicom	Lexus	Sabah Shell
Affin Hwang Asset Management	Eastern Pacific Industrial Corporation	L'oreal Malaysia	SAJ Holding
ALG Shared Services	Edaran Otomobil Nasional	Luen Heng F&B	Sanofi-Aventis
Air Asia	Edaran Tan Chong Motor	Majlis Amanah Rakyat (MARA)	Sapura Resources
Airfoil Services	EPSON Malaysia	Malakoff Utilities	Sapura Kencana Petroleum
Ajinomoto	Esthetics International Group	Malayan Banking (Maybank)	Sarawak Information Systems (SAINS)
Alliance Bank	Etiqa Insurance	Malaysia Communication &	SCAN Associates
Amanah Raya	Express Rail Link	Multimedia Commission (MCMC)	Scomi Group
Amanah Saham Nasional (ASNB)	Exxon Mobil Corporation (M)	Malaysia Airlines	Scope International
AmBank	F&N Beverages Marketing	Malaysian Investment Development Authority	SEA ORGA
American International Assurance (AIA)	F&N Dairies (Malaysia)	Malaysian Life Reinsurance	Securities Industry Development Corporation
AmGeneral Insurance	FCS Computer Systems	Malaysian Resources Corporation	SEGi College
Arvato Systems	Felda	Mandarin Oriental Kuala Lumpur	Senheng Electric (KL)
Asia Assistance Network	Fibertex Personal Care	Mary Kay (M)	Shangri-La Hotels
Asian Banking School	Focus Malaysia	Mass Rapid Transit Corporation	Shell
Asian Finance Bank	Formis Network Services	Maxis	Siemens Healthcare
Asian NDK Crystal	FPG Oleochemicals	MEASAT Broadcast Network Systems	Siemens Malaysia
Atos Origin Services	Fresenius Medical Care	Media Prima	Silterra
Automobiles Peugeot	Fuji Xerox Malaysia	Merchantrade Asia	Silverlake
Averis	Fujitsu Telecommunications	Mesiniaga	Sime Darby
AXA Affin General Insurance	General Electric (M)	Microsoft (M)	Singtel
AXA Life Insurance	Genting Malaysia	MIDF Property	Skynet Worldwide
B Braun Medical Industries	Gleneagles Kuala Lumpur	MIMOS	SME Bank
Baker Hughes Malaysia	Globetronics Technology	MISC	SME Corp
Bangkok Bank	GRAB Malaysia	Mitsui O.S.K Lines (M)	SNT Global
Bank Islam (M)	Great Eastern Life Malaysia	MMC Corporation	Sony EMCS
Bank Kerjasama Rakyat (M)	GCH Retail (M)	MSIG Insurance	SP Setia
Bank Muamalat	Golden Screen Cinemas	Multimedia University	SPR Energy
Bank Negara Malaysia	Gucci (Malaysia)	Multi-Purpose Insurance	SRG Asia Pacific
Bank of China	Habib Jewels	Mydin Mohamed Holdings	Standard Chartered Bank
Bank of Maldives	Halal Industry Development Corporation	MYOB Asia	Star Publication
Bank Simpanan Nasional	Heidelberg Malaysia	Nanyang Press	StemLife
BASF Petronas Chemicals	Heineken Malaysia	NEC Corporations of Malaysia	Sumitomo Mitsui Banking Corporation
BBDO Asia (M)	HeiTech Padu	Nestle Products	Sunway
BD Agriculture (M)	HELP University College	Nike Sales Malaysia	Suruhanjaya Syarikat Malaysia (SSM)
Berjaya Sompoo Insurance	HeveaBoard	Nistrans (M)	SWIFT Support Services Malaysia
BMW Credit (M)	Hilti Asia IT Services	Northport (Malaysia)	Symphony BPO
BMW Group (M)	Hitachi Malaysia	OCBC Bank (M)	Takaful Ikhlas
Bonuslink	Honda Malaysia	Olympus	Taylor's University
Boustead	Hong Leong Bank	Overseas Assurance Corporation	Teckwah Paper Products
Bridgestone	Hong Leong Yamaha Motor	P&O Global Technologies	Telekom Malaysia
Bristol-Myer Squibb	HSCB Bank	Pacific Mutual Fund	Tenaga Nasional
British Council	Hua Yang	PayNet	TGV Cinemas
Bursa Malaysia	Huawei Technologies (M)	PayPal	The Hilton Group
Canon Marketing	IBM Malaysia	Pembangunan Sumber Manusia (PSMB)	The Lion Group
CCM Pharmaceuticals	IJM Corporation	Penang Skills Development Center (PSDC)	The New Straits Times Press
Celcom Axiata	Ikano Pte Ltd	Pengurusan Air Selangor	TIME dotcom
Cerebos (M)	IKEA Malaysia	Perbadanan Bekalan Air Pulau Pinang	TNB Ilas
Cigna International Health Services	INCEIF	Pernec	TNT Worldwide Express
CIMB Bank	Institut Jantung Negara	Perodua Manufacturing	Tokio Marine Insurans (M)
Cisco Systems Malaysia	International Medical University	Perodua Sales	Top Glove
Citibank Malaysia	INTI College	Petroleum Nasional (PETRONAS)	Toshiba
Cititel Mid Valley	IOI Group Corporation	PETRONAS ICT	Touch 'n Go
City Facilities Management	IPG Mediabrands	Pfizer	Tourism Malaysia
CNI Enterprise	Iskandar Investment	Pharmaniaga	Toyota Auto Body
Continental Tyre PJ Malaysia	Johnson Controls	PHHP Marketing	Toyota Capital
Courts Mammoth	Johor Corporation	Philip Morris (M)	U Mobile
Credit Guarantee Corporation	Jotun Paints	PLUS	UEM Sunrise
CSC Malaysia	KBU College	Pokka Ace	UEM World
Dagang Net Technologies	KDU College	POS Malaysia	UITM
Daikin Refrigeration Malaysia	Kementerian Kesihatan Malaysia (MOH)	PPG Coatings	UMW Corporation
Danone Dumex (M)	Kenanga Investment Bank	Prasarana	UMW Toyota Motor
Dell Asia Pacific	Kerry Ingredients (M)	Prince Court Medical Centre	UOA
Dentsu (Malaysia)	Khazanah Nasional	Prometric Technology	UOB
Dhiraaghu Maldives	King's Confectionery	Proton Holdings	UTSB Management
DHL Global Forwarding (M)	KPJ Healthcare	Prudential BSN Takaful	VADS
DHL Information Services	KPMG Malaysia	Prudential Service Asia	Vale Malaysia
	Kraiburg TPE Technology (M)	Qinetics Solutions	Weir Minerals
	Kumpulan Wang Persaraan (KWAP)	RAM Holdings	Volvo Malaysia
	Kumpulan Wang Simpanan Pekerja (KWSP)	Rapp Collins	Watsons Personal Care Store
	Kuwait Finance House	RBC Investors & Treasury Services	Western Digital
	Lafarge	REDtone International	X-FAB Sarawak
	LB Aluminium	Reckitt Benckiser	Zenith Media
		Rentwise	Zurich Insurance
		ResMed	
		RHB Bank	
		RHB Insurance	
		Ricoh (Malaysia)	