



CERTIFIED CONTACT CENTRE INTERACTION QUALITY FOR EVALUATORS (CCCIQE)

ATCEN

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Date : 18th – 20th September 2018
Venue: Premiera 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.

Who Should Attend?

- Quality Analysts
- Quality Professionals
- Senior Contact Center Professionals

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Refreshment
1300 – 1400	Lunch
1530 – 1545	Afternoon Refreshment
1700	End of Workshop

Chronology applies for Day 1 until Day 3.
For Day 3,
1700 – 1800 Examination

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 your 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:



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Certification is dependent on the following:

- Full Class Attendance
- 2-Part Assessment comprising of:
 - a) Part 1 - 40 Multiple Choice Question (40%)
 - b) Part 2 – 3 Subjective Questions (60%)

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

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Program Facilitator

Ken Ng

Contact Center “Sifu”, Master Trainer

Ken serves as Principal Consultant for The ATCEN Group – the People Development expert. He is a Certified Professional Speaker, Certified Support Manager from Service Support Professionals Association of America, Certified Trainer from Western Kentucky University, USA and holds a BSc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian sales and customer interaction management industry since the mid-90's and is better known as the “Sifu” to his peers, colleagues, partners and customers.

With more than 25 years of both strategic and operational service, sales and customer interaction experience, Ken is an author of numerous articles distributed internationally and has conducted in-depth research and studies on service, sales, marketing, contact centers and the customer experience in Asia Pacific. 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. He is 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 the individual and operations categories since 2005.

His expertise has led 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 Contact Centre service, sales, marketing and customer interaction Strategic Sales and Service Blueprint design, Turnkey Contact Centre projects, Human Capital Recruitment & Development, Service, Sales & Marketing Framework, People Motivation & Teamwork, Business Development, Key Account Servicing, Business Process Rejuvenation, Performance Management implementation and Contact Center Management.

Ken first became involved with contact centres and customer interaction in the mid-80's while he was still in America. Since then, he has held a variety of leadership, management and operational roles in service, sales, marketing and 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, Contact Centre and Marketing Consultant for Microsoft Malaysia 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
- Etiqa Insurance & Takaful
- ING Insurance
- Institut KWSP, interTouch (M)
- iPerintis
- IT-365
- Jebesen & 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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Companies that have attended “Certified Contact Centre Interaction Quality For Evaluators” public workshop since 2010

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

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”

13th
SESSION SINCE
2010!

93%
Score on Trainer's
Feedback – Last
Session
(July 2018)

111
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**
www.atcen.com