



# CERTIFIED CONTACT CENTRE PROFESSIONAL (CCCP)

## ATCEN

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**Date : 22<sup>nd</sup> – 23<sup>rd</sup> October 2018**  
**Venue : Premiera Hotel, Kuala Lumpur**



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

### Workshop Description

As Contact Centre operations increases in complexity, the roles and responsibility of Contact Centre Professionals has changed drastically. Today, it has become a necessity for most Contact Centre Professionals to not only serve the customer but also to up-sell and cross-sell to them.

This certification programme is part of the ATCEN Customer Experience Management series that certifies customer contact professionals on the essential soft-skills elements associated with superior telephony sales and service management. The programme consists of modules that teach participants essential skills such as Customer Experience, contact centre operational basics, communication, call management, call courtesy, call accuracy, professional customer interaction principles and concepts. This programme certifies that the participant has the relevant skill sets to a deliver stellar interaction to customers.

It also enables participants to have a holistic view on how their role plays an important part in Customer Experience Management.

### Workshop Learning Objectives

- Understand the need to exceed customer delight;
- Appreciate what it takes to be a successful Contact Centre Professional in current environment;
- Create lasting impressions with the Customers;
- Understand the importance of call and service management;

### Workshop Learning Outcome

After attending this program, the participants will be able to:-

- Understand how a Contact Centre operates
- Communicate effectively to your customers
- Answer customer queries in a structured manner according to the inbound and outbound call flow
- Manage difficult customers

#### 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

#### 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 and Day 2.*

*For Day 2,*

1700 – 1900 Examination

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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: Introduction to Today's World

#### Class Contact Center

- Understanding the Role and Benefits of the Contact Center
- Delivering Exceptional Call and Service Management – Passion to Exceed Customer Delight" - Why is it important?
- Creating the 4 Levels of Service to 'Wow' the Customer
- Understanding The Customer Journey and how it fits into Customer Experience Management

### Module 2: Contact Centre Professional's

#### Competency

- The Contact Centre Professional Behavioral Anchors
- Developing Confidence and Rapport Building Skills
- Deciphering What the Customer Wants Implicitly and Explicitly
- Essential Contact Centre Mindset – KPIs and Contact Centre Metrics
- Inbound Call Patterns and It's Relation to the Contact Centre Professional

### Module 3: Clear Communication Always

- Exceptional Communication to Create First and Lasting Impression
- Understanding the Communication Model and Process
- Developing Superior Listening and Questioning Skills
- Did You Get That? – What the Customer Wants You to Know

### Module 4: The Inbound Telephone Call Structure

- The Call Opening, Hold and Transfer
- Understanding Customer's Challenge & Needs
- Accuracy and Clarity in providing solutions
- How to Provide Effective First Contact Resolution (FCR)
- The Call Closing & After Call Activity

### Module 5: Managing Difficult Customers

- Understanding What Causes Conflict and the Stages of Conflict
- The 6 Different Types of Customers
- Dealing with Difficult Customers – The LEARN Approach
- Practicing Transparency with Customers

### Module 6: Moving Forward

- Continuous Development of the Knowledge, Skills, Attitude, Habit (KSAH) of an Effective Contact Centre Professionals
- Individual Development 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.

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## Program Facilitator

### Ken Ng



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.

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## Companies that have attended “Certified Contact Centre Professional” public workshop since 2011

Amanah Saham Nasional Berhad  
Bank of China  
Bank Negara Malaysia  
Bank Rakyat  
Bank Simpanan Nasional  
BMW Credit (M) Sdn Bhd  
Bridge ICD Sdn Bhd  
CL Systems Sdn Bhd  
Dagang Net  
Etiqa Insurance & Takaful  
Etiqa Takaful Berhad  
Felda Prodata System Sdn Bhd

GITN Sdn Bhd  
Hyundai-Sime Darby Motor Sdn Bhd  
Kumpulan Wang Simpanan Pekerja (KWSP)  
Malaysian Electronic Payment System Sdn Bhd  
Merchantrade Asia  
Nippon Paint (M) Sdn Bhd  
Permodalan Nasional Berhad (PNB)  
PHHP Marketing (M) Sdn Bhd  
Ricoh (M) Sdn Bhd  
Tricubesnor JV Sdn Bhd

## Participants' Feedbacks

*“Trainer conducted an excellent session. Lively, with relevant real life examples. Very relatable. High energy and enthusiasm. Activities were very good in emphasizing the points.”*

**- Senior Manager, Nippon Paint (M) Sdn Bhd**

*“A well defined programme for contact centre agents and the trainer is superb/intellectual.”*

**- Contact Centre Manager, Bank Simpanan Nasional**

*“The program is very helpful to help understand contact center itself.”*

*“The instructor is very helpful. My first time training without feeling sleepy at all (except for the exam time). I like the instructor style of training. Good job. Hopefully I will pass.”*

*“The training is good to improve contact center skills. ”*

**12th**  
**SESSION**  
**SINCE 2011!**

**98%**  
**Score on Trainer's**  
**Feedback - Last**  
**Session**  
**(July 2018)**

**96**  
**Numbers of participants**  
**that have joined this**  
**course (public**  
**workshop) since 2011**

To Register or For More  
Information

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