



CERTIFIED CONTACT CENTRE COACH

ATCEN

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Date : 26th – 28th November 2018
Venue : Premiera Hotel, Kuala Lumpur



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

Workshop Description

Coaching is indeed an integral component in the Contact Center environment. It is conducted by various parties on various areas of development within the contact center; namely work-related skills and telephony interactions.

However, coaching is not merely a process that needs to be completed but an important aspect of agent and operational development. Coaching also serves as a quality improvement tool on a whole within the contact center environment as it serves as a point of reference for the staff enhancement and improvement.

This program focuses on the end to end process of conducting coaching within the contact center environment. It provides a comprehensive platform to re-evaluate and enhance your coaching process and build on it to further strengthen the quality and productivity of the contact center personnel.

Workshop Learning Objectives

- Understanding the different coaching methods within the Contact Center Environment;
- How to communicate clearly desired behavior to the agents;
- Monitoring and giving feedback based on performance;
- To develop specific competencies that would enable more effective and focused coaching sessions;
- Coaching based on specific data such as Key Performance Indexes and Quality Analysis.

Who Should Attend?

- All individuals who conduct coaching within the Contact Center Environment

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 4.

*For Day 4,
1600 – 1700 Examination*

Training Methodology

The training methodology will be based on the ATCEN PEAK methodology.

This will include:

- High Impact Short Lectures
- Lively Activities and Exercises
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

Facilitated & Marketed by:

ATCEN

This training is **PSMB claimable**
Subject to PSMB approval

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Module Outline

Module 1: Introduction

- What is Coaching?
- The Importance and Role of Coaching in the Contact Center
- Why Coach and Not Just Train?

Module 2: The Difference of Coaching in a contact Center Environment

- Where Does Coaching Fit in to the Contact Center
- Coaching Angles – What to Coach on and Why?
- The Best Person to Coach in a Contact Center
- Multiple Coaches and How to Align Your Recommendations

Module 3: Communicating Expectations and Coaching on Behavioral Correction

- Know What to Coach – Attitude vs. Behavior
- What Can You Change by Coaching?
- When to Stop Coaching?
- Understanding Key Components of a High Performing Contact Center Professional
- Setting the Right Expectation for the Contact Center Personnel
- Carrot and Stick Methodology: Identifying When to Use Which

Module 4: Developing Key Contact Center Coaching and Mentoring Skills

- Principles & Qualities of an Effective Coach
- Focus on the Job Holder, Earn the Right to Advance and Advance Through Involvement
- The Different Kinds of Coaching Styles that Can Be Used in a Contact Center
- Understanding the Level of Competency of Your Staff and the Most Appropriate Coaching Technique to Use
- Understanding Why Different Staff React Differently Toward Coaching.

Module 5: The Contact Center Coaching Session

- Preparing for a Coaching Session Using the GROW Coaching Model (Goal, Reality, Options, Way Forward /Will)
- Planning a Coaching Session Based on the Contact Center Personnel's Personality and Behavior.
- Conducting an Actual Coaching Session
- The Power of Asking the Right Questions in a Coaching Session to Guide Towards a Desired Outcome
- Following Up on the Coaching Session

Module 6: Conducting Coaching in the Contact Center Environment

- Developing a Performance Culture of Openness and Transparency
- Developing My Coaching Action Plan Using GROW
- Monitoring and Following Up
- Review and Self-assessment
- Coaching and Mentoring Your Participants
- Continuous Improvement Cycles

Module 7: Using Contact Center Matrixes for Coaching

- Coaching based on KPI's E.g. Adherence, AHT, ACW, Quality Monitoring, Conversion Rate
- Quality Monitoring Coaching vs. Work Performance Coaching
- Transferring the Responsibility of Performance via Coaching
- Multiple Coaches and Calibrating the Coaching Sessions
- A Continuous Growth Model Based on Coaching Outcomes.

Module 8: The Contact Center Performance Feedback and Motivation

- The Correlation Between Performance Monitoring and Feedback
- What Motivates Contact Center People and How to Best Recognize Them
- Giving Feedback and Motivating People Across Generations: Baby Boomers, Gen-X and Gen-Y
- Correcting Undesirable Behaviors

Certification by:



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Certification is dependent on the following:

- Class Attendance – Minimum 18 contact hours (6 hours/ day)
- 3-Part Assessment comprising of:
 - a) Part 1 - 40 Multiple Choice Question (40%)
 - b) Part 2 – 3 Subjective Questions (30%)
 - c) Part 3 – 2 Cases of Coaching Plan and Approach (30%)

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

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Jeremy Lee



Jeremy serves as CEO and Principal Consultant of ATCEN Sdn Bhd, and Group CFO for the ATCEN Group. ATCEN Group has business in Academic Education (PORTMAN College) and Corporate Training (ATCEN). He has been in the Corporate Training industry for over 16 years.

He is a Chartered Management Accountant (ACMA), Certified Accountant in Malaysia (MIA), Chartered Global Management Accountant (CGMA) and holds a MSc. in Engineering Business Management from Warwick University. He is currently pursuing his PhD in University Malaya. He is a Certified Personal Profiler and Human Job Analysis (Thomas International), Certified Trainer (PSMB) and Certified Master Trainer with Western Kentucky University. He is a Professional Speaker with the Malaysian Association of Professional Speakers (MAPS).

With more than 20 years of strategic and operational management experience, he has worked and been involved in numerous industries. He has conducted and facilitated thousands of individuals in the areas of Strategic Review, performance management, leadership skills, sales, negotiation skills, sales and service and communication skills. He has facilitated workshops in the region and is able to handle people from different backgrounds and management levels.

Over the years, Jeremy has been involved in numerous business. He has lead/ started and closed businesses was involved in mergers, acquisition, daily operations and disposals. He has held a variety of leadership and project management roles in various organizations prior to ATCEN. He was the Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Knowledge and Learning Management Division of a listed company, Special Project Manager for a Resort Group, Operation Head in a Resort in UK, Project Team Leader in a Technology startup firm with and also an Internal and External Auditor. He has also operated a Restaurant previously, a recruitment organization and also oversaw the operations of a 30 year old Association.

Additionally, he has collaborated with Accenture on a multi-million-Ringgit e-commerce project in the loyalty program industry. There, he gained the prestigious MSC status for the organization, played a pivotal role in the areas of strategic and operational planning, organizational structure, organizational change and the management of the project. He was also the project manager for the first ISO 9002:1994 certification for a vacation ownership company, worldwide.

Some of the companies he has worked with includes Alliance Bank, AIA, AMEX, AmBank, Axiata, Bacfree, Bank Islam, Bank Rakyat, Bank of Tokyo, Bank of China, Bank Negara, BD Agriculture BMW (M), BP, Celcom, Cerebos Asia Pacific, Comex Genesys, CNI, CIMB Bank, CMA-CGM, Danone Dumex, Dell, DHL Express, DHL IT, DiGi, e-Genting, EasyCall, EON, EPIC, ExxonMobil, Fibertex, Fuji Xerox, Great Eastern, EPIC-I, General Electric, Etiqa, Hitachi, Heitech-Padu, Hong Leong Bank, HP, IBM, IJM Properties, IOI Corp, Iraq South Oil, Inti University, KWSP, KWAP, Kenanga Investment Bank, Kings Confectionery, LaFarge Cement, Maybank, Mayban Assurance, MAA, MBF Cards, Merck, Mesiniaga, MLRe, MSIG, MYOB, Nike, Nokia, OCBC Bank, Petronas, Perodua, Philips, Proton, Polyplastic, PSDC, RHB Insurance, RHB Bank, Sapura Crest, Scomi, Siemens, Shell Trading, Shell SITI, SME Bank, SMECorp, SP Setia, SRG, Standard Chartered Bank, Spices and Seasoning, Sony Malaysia, Sony (PG), STAR Publications, Stemlife, Sunway Hospital, SWIFT, Taylors University, Telekom Malaysia, Telekom Sales and Service, TIME, TMTouch, TM Net, Tenaga Nasional Berhad, Tokio Marine, Toyota Autobody, TNT Express, UMW Toyota, UOB Bank, UMobile, Vsource, ZTE etc.

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.

CLIENTELE

Companies that have attended ATCEN's programs:

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

To Register or For More
Information

**Kindly call 03-7728 2623 or
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