



CERTIFIED WRITTEN INTERACTION PROFESSIONAL

ATCEN

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Date : 5th – 7th December 2018
Venue : ALC, Damansara Perdana, PJ



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

Workshop Description

Technology has established itself as the communications channel of choice for customers and clients. They are using more of social media such as Twitter, Facebook, LinkedIn, etc. to reach out to organizations for support and product information. This program is designed to equip the front-liners of correspondence and Social Media teams to respond to messages coming through social media channels and emails with a higher level of professionalism.

Designed for individuals who are already comfortable in writing, this practical workshop delves into the What's and How's to send precise and concise written messages to a receiver with the appropriate level of professionalism. The workshop highlights the need for a polished structured business writing format, the importance of using contemporary appropriate and grammatically correct language including a flair of character in messages and currently practiced and accepted standards of professional writing.

Workshop Learning Objectives

- To develop professional writing skills
- To inject service orientation in writing
- To understand the difference in writing styles between emails and social media correspondence
- To understand the brand character the writer is representing
- To develop specific nuances that exhibit the brand character
- To learn how to develop an Interaction Action Matrix for reference on actions for various queries and situations
- Email and social media response processes
- Best-in-class service measurement reference
- Managing of challenging situations and individuals in Social Media and Emails
- Preparation for social media crisis management
- Managing of social media crisis situations

Who Should Attend?

- Frontline Executives

Certification by:



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Certification is dependent on the following assessment:

- Full Class Attendance
- 40 Multiple Choice Questions (40%)
- 4 Written Situational Response Questions (60%)

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 all 3 Days.
For Day 3: 1600 – 1800 Examination*

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Module Outline

Module 1: Social Media and Email Process Management

- Preparing for Written Service Support
- Interaction Guidelines – The Process
- Social Media Response Formats
- Response and KPIs – A Best Practice Comparison

Module 2: Email and Social Media Communication Foundation

- Understanding the Corporate Brand Character and Consistency
- Establishing the Brand Character Voice
- Outlining the Corporate Brand Voice
- Writing Styles and Approaches to Reflect your Brand

Module 3: The Interaction Action Matrix

- Identifying the Top Queries (FAQs) on Social Media
- Defining Empowerment Boundaries on Responses
- Developing the Interaction Action Matrix

Module 4: Writing Fundamentals

- Achieving Brand Character, Clarity, Conciseness and Emphasis
- Understanding Your Audience
- Engagement Strategies in Social Media Writing
- Planning and Preparing Appropriate Responses for Email and Social Media

Module 5: Writing The Right Style – Professional vs. Individual

- The 7 Cs of Writing Guide
- Keeping It Simple and Sociable (The New KISS)
- Inform, Request and Persuade Formats
- Delivering Good and Bad News
- Positive Service Language

Module 6: Writing & Polishing Service Writing

- Developing and Using Standard Templates with Character in Social Media
- Creating Non – Robotic Responses for Social Media Channels
- Proofreading and Editing to Avoid Unnecessary Mistakes

Module 7: Professional Responses in Challenging Situations

- Social Media Crisis and Disaster Management – Negative Viral, False Information, Incidents, Current Issues and Trolling
- Persuasive and Engaging Language in Interactions
- Using the BAHLOT Method of Managing Challenging Correspondence
- Techniques to Handle Different Kinds of Customers – The Know-It-All, Political Commenter, Grammar Nazi, Complainer, Religious Commenter
- Emoticons, Gif and Stickers usage
- Abbreviation and Short Form Usage

Module 8: Challenges of Social Media Interaction Responses

- Managing Challenging and Provocative Issues
- Managing Challenging People and Complaints
- Good Recovery of Difficult People and Posters Samples – Industry Best Practices

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Program Facilitator

Loshini Priyaa A/P Rajangeran

Loshini acquired her Bachelors of English language in Linguistics and Literature with a minor in Mass Communication from Universiti Tunku Abdul Rahman. Prior to her undergraduate studies, Loshini has completed her college education with a Diploma in Pharmacy at Masterskill Global College.

She has worked in various fields before embarking on the pathway of training and development. She has served in fields like food and beverages, involved in marketing activities, product merchandising, sales and last but not least, recent engagement in customer service field for a Singapore-based market.

Over the years, Loshini has actively participated and organised events that have carved the pathway for her to gain insights into the needs of having the best communication and negotiations skills to accomplish tasks. She has participated in debate, drama and elocution competitions from school to inter - clubs and inter - varsity levels to national levels. She also holds a 1st-degree black belt in Tae Kwon Do and has organised championships for district levels.

During her time in University, she has participated in training camps to teach and enhance students' language skills particularly in English. She has organised debate workshops for secondary students to improve their argumentative skills. She has been the secretary for English language society throughout her college and university time, thus has great passion and love for English as a language.

Some of the companies that Loshini has worked over the years are McDonald's, Sai Baba Mercy Home, Taman Desa Medical Centre, Hosp. Bahagia Ulu Kinta, Maxcare Telecommunication Sdn. Bhd., Health Point Pharmacy, Penang Adventist Hospital, Pelangi Publishing Group and Aegis BPO Sdn. Bhd.

Program Facilitator

Lai Jun Leong (JL Lai)

Certified Trainer (HRDF)

Lai Jun Lai (JL) has been involved in people development field for more than five years transforming every youth that he crosses path with, into young leaders. JL is also a certified trainer by Human Resource Development Fund (HRDF).

JL started off early in secondary school conducting and facilitating several teambuilding programs. Furthering his passion at tertiary level, JL was the president of Millionaire Business School for the year 2013, 2014 and 2016. The Business school specializes in providing Finance and Business education services and organizing Business events. JL was involved in sales while simultaneously trained, guided and coached his team members for four years in the organization.

Throughout his term as the president, JL organized 'Business Festival' for three consecutive years since 2014 till 2016 and 'GET RICH through Business Investment' program for 2015 and 2016. JL worked on conferences such as "Human Capital Development Conference 2017" and "Asia Human Capital Development Conference 2018" and projects for clients from Multinational Corporation and Small and Medium Business enterprises even before graduating from college.

In the corporate world, JL was involved heavily in Business Development field and managed large scaled projects with Telekom Malaysia, Hong Leong Bank, and SP Setia for customer experience and leadership programs. He worked with Maxis on "Sales and Leadership Development" programs for their small & medium business division and a lot more. He is also one of the leading Mandarin/ Cantonese speaking trainers.

Some of the companies that JL has worked with include AmBank, AON Insurance Brokers (M) Sdn Bhd, BD Agriculture Sdn Bhd, Bemis Asia Pacific Sdn. Bhd., Bonuslink, Danone, DHL Express Bhd, Dumex, Felda D'Saji Sdn. Bhd., Grand Flo Berhad, Hilti Asia IT Services Sdn. Bhd, Hong Leong Bank Berhad, Hua Yang Berhad, IOI Corporation Berhad, Johnson Controls (M) Sdn. Bhd., Kenanga Investment Bank Berhad, LB Aluminium Bhd., Maxis Berhad Millionaire Business School, Mitsui Sumitomo Insurance Group, PORTMAN College, SP Setia Berhad, SWIFT, Telekom Malaysia, Time software and UOA Development Berhad.

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

To Register or For More
Information

Kindly call **03-7728 2623** or
email to **info@atcen.com**
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