

# CERTIFIED CONTACT CENTER MANAGER (CCCM)

**ATCEN**

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**Duration : 2 days**  
**Venue : Kuala Lumpur**



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

## Workshop Description

The Certified Contact Center Manager (CCCM) is developed for Contact Center management teams. It is a comprehensive program that provides an overview of Customer Experience Management (CEM) and the role the Contact Center plays within the whole CEM framework. It also develops better insights into the challenges of day-to-day Contact Center operations management focusing on the people, process and technology. This workshop is for individuals who leads a Contact Center and needs to develop advanced Contact Center leadership competencies to transform their operations into a successful customer contact Center.

## Workshop Learning Objectives

- Develop an overview understanding of organizational Customer Experience Management
- Execute effective Contact Center Management operations through an improved understanding of key elements required for high performance;
- Understand the fundamentals of a high energy Contact Center environment;
- Develop competency in a Contact Center Manager with the knowledge and skills to manage and maximize internal resources;
- Gain knowledge on current world-class benchmark practices;
- Develop a deep understanding of performance metrics and how to predict it's effects;
- Provide morale and performance boosters for the Contact Center management team.

## Who Should Attend?

- Operations Managers
- Operations Support Managers
- Senior Team Leaders
- Potential Contact Center Managers
- Contact Center Support Department Managers

### Workshop Chronology

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

*Chronology applies for Day 1 until Day 3.*

<b>For Day 3,</b>	
<b>1700 – 1800</b>	<b>Examination</b>

### Certification by:



Certificate of Completion awarded by Western Kentucky University (USA)

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.

# Certified Contact Center Manager (CCCM)

## Workshop Outline

### STRATEGY

#### Introduction

- The Evolution of Customer Service to Customer Experience
- Differences Between Customer Experience, Customer Relationship Management (CRM) and Customer Service
- Customer Experience Roles – Senior Management, Marketing, Human Resources, Operations, Sales, Research & Development, IT.

#### Module 1: Executing Customer Experience Management

- Understanding the Importance and Role of a Contact Center within the CEM Framework
- The Importance of a Strategic Foundation for a Contact Center
  - Vision
  - Mission
  - Values

*Activity: Developing the Contact Center charter for operational focus*

#### Module 2: Customer Relationship Done Right

- Exceeding Customer Delight – The Way Forward
- Creating the Branded Customer Experience
- Service Products vs. Manufactured Products – Key Differences / Key Similarities

*Activity: Developing differentiation for external and internal customers in your Contact Center*

### PEOPLE

#### Module 3: Controlling Turnover in Your Contact Center

- Understanding the High Turnover Phenomenon
- Defining the Turnover Challenge – Positive and Negative Attrition
- Effective Measures to Manage Turnover Rate

*Discussion and sharing: Case study analysis and developing stop-gap measures*

#### Module 4: Recruiting the Right Professionals for Your Contact Center

- The Importance and Key Elements In Recruiting The Right Professional for Your Contact Center
- Identifying Your Staffing Philosophy and Procedures
- Identifying Agent Competencies and Developing Behavioral Interviewing Skills

*Activity: The recruitment grid and behavioral interviewing simulation*

#### Module 5: Counsel, Coach, Train and Develop (CCTD) The Contact Center Professional

- What is CCTD and How it Works in a Contact Center
- The CCTD Approaches for Various Types of Contact Center Professionals
- The Practice of Continuous and Consistent CCTD

*Role-play: Scenario based coaching role-plays*

### OPERATIONS

#### Module 6: Transforming Contact Center Metrics to Your Advantage

- Understanding Contact Center Numbers for Performance
- The 5 Key Rules of Measurement Techniques
- Identifying Your Contact Center's Key Performance Indexes
- Performance Analysis Tool
- Determining Metrics Indicators
- Performance Dashboard Metrics
- Benchmarking Your Service Level
- Ownership of Measurements

*Activity: Dashboard analysis and evaluation of suitability of measurements to Contact Center objectives*

#### Module 7: Call Forecasting and Staff Scheduling

- Understanding Inbound Call Volume Characteristics
- Forecasting Methods – Time Series Forecasting and Explanatory Forecasting
- Staff Schedule Development – How Many Agents?
- Developing and Implementing an Effective Roster
- Developing the Key Components of a Successful Action Plan

*Activity: Case study and knowledge sharing on ideal approach to schedule communication for your Contact Center*

#### Module 8: Aligning Contact Center and Personal Strategic Focus

- Setting Realistic Objective, Goals and Targets
- Developing the Key Components of a Successful Action Plan
- Managing Change in a Performance Focused Contact Center

*Activity: Self-reflection and goal setting post-workshop*

### TECHNOLOGY

#### Module 9: Contact Center Tools and Technology

- Understanding ACD, IVR and CRM Technology
- The Purpose and Impact of ACD, IVR and CRM Technology
- Various Types of e-Support Tools: e-learning & knowledge management

*Activity: The Contact Center technology blueprint challenge*

### 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

# Certified Contact Center Manager (CCCM)

## 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 Center 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 Center service, sales, marketing and customer interaction Strategic Sales and Service Blueprint design, Turnkey Contact Center 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 Centers 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 Center 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
- Jebson & 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

# Certified Contact Center Manager (CCCM)

## Companies that have attended “Certified Contact Center Manager” public workshop since 2010

AIA Shared Services Sdn Bhd	Indah Water Konsortium	Royal Selangor Sdn Bhd
ADT Service (M) Sdn Bhd	Institut Jantung Negara	Siemens Malaysia Sdn Bhd
Agensi Kaunseling Dan Pengurusan Kredit (AKPK)	Institut KWSP	SIGMA
Alcatel-Lucent Malaysia Sdn Bhd	iPerintis Sdn Bhd	SIRIM Training Services Sdn Bhd
Averis Sdn Bhd	Johnson Controls (M) Sdn Bhd	Star Publication (M) Bhd
Bank Islam Malaysia	Kompakar eRetail Sdn Bhd	Strateq Global Services Sdn Bhd
Bank Muamalat	Kumpulan Wang Persaraan (Diperbadankan) (KWAP)	Sudong Sdn Bhd
Bank Rakyat	Kumpulan Wang Simpanan Pekerja (KWSP)	Takaful Ikhlas Sdn Bhd
Canon Marketing (M) Sdn Bhd	Maybank	Telekom Malaysia Berhad
CL Computer (M) SB	MEASAT Broadcast Network Systems Sdn Bhd (ASTRO)	Tenaga Nasional Berhad (TNB)
CSC Malaysia Sdn Bhd	OCBC Bank (M) Bhd	TGV Cinema
Digicert Sdn Bhd	Perbadanan Usahawan Nasional Berhad	TT dotCom Sdn Bhd
E-Genting Sdn Bhd	Pernec Corporation Berhad	U-Mobile
EON Bank	Petronas	United Overseas Bank (Malaysia) Bhd
Etiqa Insurance & Takaful	Petronas ICT	Vads Berhad
FCS Computer Systems Sdn Bhd	Professional Advantage Sdn Bhd	Vision IP Services Sdn Bhd
Felda Prodata System Sdn Bhd	Prudential Assurance Malaysia Bhd	
FlyFirefly Sdn Bhd	Prudential BSN Takaful Berhad	
Highpoint Services Network SB		

### Participants' Feedbacks

*Keep up the good work, Mr. Ken! I will see you in the next course! Thank you for your assistance. It makes me very understand and clear about whole contact center operation. TQ!* – **Senior Executive, Perbadanan Usahawan Nasional Berhad**

*“It is an effective program and give very detailed insights of Contact Center especially for inbound calls and front liners of Contact Center.”* – **Vice President, United Overseas Bank**

*Facilitator/ Speaker is well equipped with industry experience. Interactive & easy to understand. Effective & useful insights for us to better planning for my department.”* – **Asst Customer Service Manager, TGV Cinema**

*“Mr. Ken has done a good job by encouraging all the participants positively. Good communication skills. More reliable on the emotional & consistency service continuously to him provided. Well done”*

*“Facilitator delivered knowledge very clear and he is very experienced.”*

*“The workshop was conducted in a very effective methodology. The workshop was fruitful & relevant to our job task. Very interesting workshop. Excellent presenter / facilitator.”*

*“Easy to understand, very interesting and interactive. Facilitator are lively”*

**16th**  
**SESSION**  
**SINCE 2010!**

**99%**  
**Score on Trainer's**  
**Feedback – Last**  
**Session**  
**(April 2019)**

**117**  
**Numbers of**  
**participants that have**  
**joined this course**  
**(public workshop)**  
**since 2010**