

# CERTIFIED CONTACT CENTER TRAINER (CCCT)

**ATCEN**

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**Duration : 3 days**

**Venue : Kuala Lumpur**

## Workshop Description

Training in the Contact Center is indeed a different ball game altogether. The contact center environment is a very dynamic one and everything from systems, processes to people undergoes changes consistently. Keeping up with these changes and training of new agents is the bulk of the contact center trainer's role.

This program focuses on the end-to-end process of the contact center training and development function. It would include areas that would address issues constantly faced by Contact Center trainers such as high volume and consistency of New Hire training, monitoring the performance of agents, establishing a strong foundation and providing a platform for them to grow.

## Workshop Learning Objectives

- Understanding the Contact Center Training Management Cycle
- Managing the Training Cycle within the Contact Center
- Training Needs analysis within the Contact Center
- Understanding the fundamentals of adult learning
- Developing evaluations that would appropriately give feedback on training
- Sharpening delivery skills and learning how to create interesting sessions while delivering technical information.

## Who Should Attend?

- Contact Center Trainers
- Individuals required to conduct training in the Contact Center Environment



**Facilitated & Marketed by:**

**ATCEN**

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

### 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 3.*

*For Day 3,  
1600 – 1800 Examination*

### Training Methodology

The training methodology will be based on the ATCEN PEAK methodology. This will include:

- High impact short lectures
- Lively activities
- Multiple negotiation situation role plays
- Case study discussions
- Video presentations of training situations
- Insightful presentations to the team
- Instant feedback from the facilitator

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## Module Outline

### Module 1: Introduction

- What is Training and Development in a Contact Center?
- Introduction to Training in a Contact Center Environment
- The Role of a Contact Center Trainer

### Module 2: The Contact Center Training and Development Cycle

- Developing the Holistic View of a Contact Center Trainer
- Creating a Continuous Learning Culture Within the Contact Center
- Evaluating Performance Indicators as Means to Justify Training Needs
- Alignment of Training Plans to Contact Center Direction

### Module 3: The Contact Center Training Management Cycle

- Adults Learn Differently – Creating Agents' Learning Responsibility
- 6 Steps of the Training Management Cycle – Training Needs Analysis (TNA), Session Planning, Training Materials Design and Development, Training Delivery, Evaluation Methodology, Writing TNA Reports
- Creating a Competency Development Plan Based on Contact Center Roles
- Sourcing for External Help – Vendor Management

### Day 2

#### Module 4: Determining Training Needs

Determining Information Gathering Points for Training Needs

Establishing a Continuous Feedback and Evaluation Loop for Training Enhancement

Understanding Customizing for Different Business/ Account/ Project Directions in the Contact Center

#### Module 5 : Designing Training Workshops

Objective and Goals Development

Creating Relevant and Focused Modules

Different methodologies on training contact center agents

Designing a Sustainable and suitable New Hire Training Program

Designing a comprehensive On-boarding plan with appropriate check and balance

### Module 7: Adult Learning Techniques

Preferences of adult Learners

How to build retention

Do's and Don'ts of Adult learning

Reaching out to agents who do not listen

Different techniques to manage different levels of agents

### Module 7: Evaluations

Evaluating training effectiveness

Measuring the impact of training on the participants

Coaching and mentoring your participants

Continuous Improvement cycles

### Day 3

#### Module 6: Developing a foundation on Training and Development

Inventory Your skills

Designing Interesting Approaches to Technical Information Training Delivery

Managing Difficult Participants

Difference Between Training and Information Delivery: Facilitation vs. Lecturing

Delivering Experiential Based Learning

### Certification by:



Certificate of Completion awarded by Western Kentucky University (USA)

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.

# Certified Contact Center Trainer (CCCT)

## Program Facilitator

**KEN NG**  
**CEO / Master Trainer**



Ken is an industry and globally recognized human performance consultant/ trainer and acclaimed communicator. Best known for his interactivity and engaging style of presentation and engaging facilitation, his services are much sought after. He is a Certified Professional Speaker, Certified Support Manager from Service Support Professional Association of America, Certified Trainer from Western Kentucky University, USA and holds a BSc in Marketing and Organizational Communication with more than 25 years of working experience from various industries.

An internationally certified trainer of Service and Support Professionals Association (SSPA) and Western Kentucky University, USA, Ken is constantly requested to conduct workshops for individuals of all levels. His expertise and highly interactive approach into people development has won many accolades from clients and has resulted in countless consulting and human capital enhancement engagements at Multi-national Companies, Large Local Conglomerates and Government Linked Companies regionally.

In addition to being passionate about unleashing individual and team potential, Ken is also an author of numerous white and technical papers, articles and has conducted in-depth research and studies on sales, marketing, customer contact and the customer experience in Asia Pacific. He has been highly involved in providing strategic directions for the Asian customer interaction 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 notable judges in the highly recognized CRM & CCAM awards.

This career people developer's passion for enhancing human performance also serves as guide and mentor in developing leaders; Ken first became intrigued and immersed himself into the field of human capability and potential in the late 80's while he was still in America. Since then, he has held a variety of leadership, management and operational roles in various organizations. 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 (Asia Pacific), consultant for Microsoft Malaysia's MSN portal, Marketing Strategist for the Kirby Company, USA to Special Events Liaison for the University of Oklahoma.

Ken is always enthusiastic to be able to share his experience, knowledge and uncanny insight in recognizing and tapping into individuals' hidden potential for both personal and organizational clients' success.

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