

# CERTIFIED CX MANAGEMENT – PRACTITIONER (CCXMP)

**ATCEN**

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**Duration : 4 days**

**Venue : Kuala Lumpur**

## Workshop Description

The era of engaged organizations in connecting to customers is here and now more than ever, organizations are compelled to establish a sturdy Customer Experience Management (CXM) framework to enable intimate customer engagement in all areas of the business and as a key competitive differentiator.

Customer Experience (CX) as a concept has been around for over 15 years but is still often confused with CRM, or simply thought of as a fancy name for Customer Service. However, CX has deep ramifications for organizations both laterally and vertically. CX is required today as an approach to which businesses to leap above competitors and propel them to the highest echelons of industries and can reap benefits that influences the bottom line. This can only be made possible by ensuring every part of the organization is customer centric- Systems, Process, Environment and People.

This Certification educates the candidates to a robust CXM Framework and break down its components for direct application into organizations and in the process generate momentum to implement and manage the brand experience.

Practical application of the CXM Framework through the three sectors of:

- Framework Alignment
- Tactical Customer Experience Integration
- Framework Implementation

## Workshop Learning Objectives

This Certification educates the candidates to drive tactically the existing CXM Framework and break down its components for direct application into Organizations with the objective of “ENCOURAGE THE WILL”

Practical application of the CXM Framework through the three sectors of:

- Framework Alignment
- Tactical Customer Experience Integration – “Encourage the Will”
- Project Implementation

## Who Should Attend?

- CX Team
- 4 groups (Project Teams)
- 20 pax in each group

### 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
- Audio and video learning enhancement
- Insightful presentations to the team
- Instant feedback from the facilitator

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

**Facilitated & Marketed by:**

**ATCEN**

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

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## Module Outline

### Introduction

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

### Sector 1: CX to SC Framework Alignment

- Aligning Service Culture Elements to Existing CX Framework
- Customer Experience Lifecycle Assessment – Mapping the Customer Experience Lifecycle Over All Channels of Interaction with Customers with Service Culture Mindset Injection
- Customer Intimacy – Understand customer needs, perceived value and emotional value in Service Culture Behaviours
- Aligning Operations – Assessing customer centric processes and SLAs (Intra, Inter and External) to Encourage Service Culture Behaviours
- *Exercise on CX Organization Mapping: Derive an organizational CX to SC canvass template for tactical usage.*

### Sector 2: Service Culture Behaviours Throughout the Customer Journey Cycle

- The CX Interaction Cycle - Pre-sales, Beginning, After Sales, Continuous Relationship.
- Interaction Channels Breakdown
  - Point of Sales
  - Products
  - Facilities
  - Contact Center
  - Customer Service
  - Service Center
  - Business Partners
  - Social Media
  - Branding
  - Advertising
  - Website/ Blog
- Channel CX performance enablers
  - KPIs
  - Feedback actions
  - Business decision support

### Sector 3: Customer Insights Initiatives

- Feedback Mechanisms – Customer Satisfaction Surveys, Benchmarking, Net Promoter Score (NPS)
- Feedback Collection Interval Strategy
- Integrating Voice of Customer (VOC)
- Implementation Steps for Success and Sustainability

*Development of Service Culture Initiatives within the Individual Customer Experience Management Framework and Implementation Strategy*

### •TTT Approach

#### •Part 1

#### •Module 1: Service Mindset Change

- Why SC Culture Change?
- Opportunities and Threats – Global and Social Trends in CX Expectations
- Data and Findings Results

#### Module 2: The Dweck Mindset Change Theory to Create Will

- Growth Mindset vs Fixed Mindset
- Activity: “If I ...” Mindset Readjustment
  - “If I don’t serve customers well then I will ...”
  - “I would rather serve customers well than ...”
  - “When I serve customers well ...”

#### Module 3: Individual Commitment

- Service Behaviours
- Stop, Start, Continue
- Measurements and Tracking

#### Project Plan Creation

##### Part 2

#### Module 1: John P. Kotter’s 8-Step Culture Change Model

- Urgency** – Creates a sense of urgency
  - Organize** – Form an effective group of individuals to drive the plan collaboratively
  - Vision** – Create an alignment of vision to synchronize the initiatives
  - Communication** – Disseminating and consistent communicating
  - Empower** – To delegate and spread the ownership of the change within Organization
  - POW!** – Quick win initiatives and programs
  - Sustain** – Sustaining and maintaining changes to ensure constant practice
  - Stick** – Institutionalize changes into SOP and KPIs
- #### Module 2: CDEF Project Management Methodology
- Conceive
  - Develop
  - Execute
  - Finish

#### Certification Section 1: Written Assessment

##### Project Teams and Role Identification

\*Certification candidates will be assessed and tasked to design and build a Project Plan, display participation and contribution through assignment of areas of implementation.

### Certification by:



### Certificate of Completion awarded by Western Kentucky University (USA)

Certification is dependent on the following:

- 90% attendance (29 hrs)1 one-hour (1 hour)
- Written assessment (80% pass point)
- Project Plan Completion & Approval
  - a. Participation in team Project Plan development
  - b. Assignment of role in Project Plan

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## 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			