

Customer Contact Management 2006 Conference

25-27 April 2006
Crowne Plaza Mutiara Kuala Lumpur, Malaysia

“Performance Optimization of
Your Customer Contact Center Operations”

Researched and Produced by:

ATCENSM Differentiates Your Service

Endorsed by:



Gold Sponsor:

NetInfinium

Silver Sponsor:



Conference

Customer Contact Management Conference on 25 April 2006

Customer Contact Management is an interactive experience with exciting speakers, interesting panel discussions and senior Contact Center operational management delegates. The event brings valuable insight from leading brands on their innovative strategies and success stories to create the distinct customer experience for both internal and external customers.

Researched and Produced by
ATCEN Sdn Bhd

Training Program

Certified Customer Contact Management Program on 26 & 27 April 2006

Developed for contact center management teams, this is a comprehensive program that provides insights into the challenges of day-to-day contact center operations management focusing on People, Process and Technology.

Facilitated by
Ken Ng
Principal Consultant
ATCEN Sdn Bhd

Who should attend

Heads of Contacts Centers . Customer Service Directors . Head of Services . Services/Customer Support . Contact Centre Directors . Vice Presidents . Sales Directors . Marketing Directors . HR Directors .

Key Conference Highlights

- ◇ Developing a strategic plan to transform your contact center from a cost center to a profit center
- ◇ Leveraging on technological breakthroughs to enhance customer relationships and experience in a multi-channel contact center
- ◇ Simple yet effective strategies that keep your contact center workforce morale high and encourage commitment
- ◇ Designing performance management and learning strategies to achieve high performance and desired results
- ◇ Contact center numbers on operational efficiency and effectiveness
- ◇ Customer experience management (call quality) as the 'essential building blocks' for a successful contact center
- ◇ Leveraging on outsourcers to achieve KPIs and to decide on their ROI

Key Benefits

- ◇ **Gain Insights** on successful and effective strategies to acquire the best contact center workforce
- ◇ **Listen to practical** hands on best practice experiences and successful case studies from industry practitioners and professionals
- ◇ **Understand** the workings of a multi-channel customer contact center to achieve sustainable competitive advantage
- ◇ **Enhance** your contact center effectiveness and efficiency
- ◇ **Acquire** workable solutions and knowledge on how to prepare business contingency plans to safeguard your contact center during crises
- ◇ **Network** with industry practitioners, peers as well as the media to exchange views, share ideas and garner useful contacts

0830 Registration and welcome coffee

0900 Chairperson's Opening Remarks
- Chairman
◇ **Alan G. Downe**, Lecturer
Multimedia University

0910 How to Win CRM & CCAM National Awards? The Inside Story

- ◇ Discover what makes an award winning contact center. What are the judges really looking for in your contact center operations?
- ◇ How do managers, team leaders and agents prepare themselves for the selection process?
- ◇ Understand the key importance of winning awards to support the growth of the Malaysian Contact Center industry
Ernie Chen, Group Managing Consultant/ CEO
ATCEN Sdn Bhd

0955 The Customer Interaction Network: Transition from Transactions to Interactions

- ◇ Developing a strategic plan to transform your contact center from a cost center to a profit center
- ◇ Transitioning from transactions to interactions to increase productivity gains, customer retention and ultimately revenue
- ◇ Customer Interaction Network for more efficient and effective communication with customers
Soufiane Hourri, Product Manager Customer Contact Business Unit Voice Technology Group,
Cisco Systems, Inc

1040 Morning Refreshment

1100 The Crucial Link: Getting the most from your Team Leaders

- ◇ Defining the Team Leaders' actual role in a Contact Center and what they are typically tasked with
- ◇ Understand what motivates your Team Leaders
- ◇ Put into place steps to maximize the Team Leaders' productivity
Byron J. Fernandez,
Senior Manager Contact Centre Operations,
SRG Asia Pacific Sdn Bhd

1145 Setting up a Quality Monitoring Program: The Do's and Don'ts

- ◇ Why do you need a Quality Monitoring Program?
- ◇ What should you consider when implementing a Quality Monitoring Program?
- ◇ Mistakes to avoid when developing and implementing a Quality Monitoring Program
Halimah Abdullah,
Head of Contact Center, Customer Service,
DiGi Telecommunications Sdn Bhd

1230 Network Lunch

1345 Best Practices in Customer Email Management

- ◇ How to set, manage and track customer expectations using email as a channel of interaction
- ◇ Discover how to set realistic yet delighting response time
- ◇ Tracking enquiries and agent responses to monitor quality of responses
Kenneth Foo, Chief Technology Officer
NetInfinium Corporation Sdn Bhd

1430 When Does a Vendor Become a Partner? The Power of Strategic Partnership to Leverage on Vendors

- ◇ When selecting vendors, how do you discover what value-adds the vendor is willing to provide to capture your business
- ◇ What steps to take when establishing a solid client-vendor relationship
- ◇ How do you evaluate the strength of your relationship with your vendor?
- ◇ Understanding the process to establishing a mutually beneficial strategic partnerships with your vendor
Haniza Ros Nasaruddin, Customer Relations Manager,
Edaran Otomobil Nasional Berhad

1515 Afternoon Refreshment

1535 Developing High Flying Agents: Motivational actions that can be taken for consistent high energy in your Contact Center operations

- ◇ Understanding the Contact Center agents' needs
- ◇ What do agents look for when it comes to motivation?
- ◇ Developing a sustainable motivational program in your Contact Center
Noraiti Binti Mohammad,
Manager – TIME Customer Interaction Center
TIME dotCom Berhad

1610 Panel Discussion: Agent Attrition and Retention: Manage, Control and Recover Utilizing Internal Customer Service Strategies

- ◇ What's causing Contact Center Attrition today?
- ◇ What are some of the agent retention programs and strategies?
- ◇ What is Internal Customer Service?
- ◇ What to consider when setting up Internal Customer Service strategies to counter agent attrition
- ◇ Utilizing Internal Customer Service Strategies to increase retention rates

- Moderator

- ◇ **Alan G. Downe**, Lecturer
Multimedia University

- Panelists

- ◇ **Ken Ng**, Principal Consultant / COO,
ATCEN Sdn Bhd
- ◇ **Byron J. Fernandez**, Senior Manager
Contact Centre Operations, **SRG Asia Pacific Sdn Bhd**
- ◇ **Ramon Chelva**, Vice President
Corporate Human Resource, Asia,
Vsource Asia Berhad
- ◇ **Chow Yoke Mei**,
Senior Manager, Call Centre,
Hong Leong Bank Berhad

1650 Closing Remarks by Chairman

- ◇ **Alan G. Downe**, Lecturer
Multimedia University

1700 End of Day One

2-Day Certified Contact Center Manager Program

Certificate of completion jointly awarded by Adam University (USA) and ATCEN (Malaysia)

The Certified Contact Center Manager (CCCM) is developed for contact center management teams. It is a comprehensive program that provides 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.

Program Objectives

- ◇ To execute effective Contact Center Management operations through an improved understanding of key elements required for high performance;
- ◇ To understand the fundamentals of a high energy Contact Center environment;
- ◇ To develop competency in a Contact Center Manager with the knowledge and skills to manage and maximize internal resources;
- ◇ To gain knowledge on current world-class benchmark practices;
- ◇ To develop a deep understanding of performance metrics and how to predict it's effects;
- ◇ To provide morale and performance boosters for the contact center management team.

Program Chronology

Day 1 Wednesday 26th April 2006

- 0900 **INTRODUCTION**
Module 1: Positioning Your Contact Center in the Experience Economy
- 1030 **Tea Break**
- 1045 **Module 2: Understanding Customer Relationship Management**
- 1300 **Lunch**
- 1400 **PEOPLE**
Module 3: Recruiting the Right Professionals for Your Contact Center
- 1530 **Tea Break**
- 1545 **Module 4: Counsel, Coach, Train and Develop (CCTD) The Contact Center Professional**

Day 2 Thursday 27th April 2006

- 0900 **OPERATIONS**
Module 5: Transforming Contact Center Metrics to Your Advantage
- 1030 **Tea Break**
- 1045 **Module 5 Continued**
- 1300 **Lunch**
- 1400 **Module 6: Aligning Contact Center and Personal Strategic Focus**
- 1530 **Tea Break**
- 1545 **TECHNOLOGY**
Module 7: Contact Center Tools and Technology



Ken Ng
Principal Consultant
ATCEN Sdn Bhd

Ken serves as Principal Consultant and COO for ATCEN Malaysia - a leading regional service provider of customer contact management consulting, human performance and business process outsourcing services. He is a Certified Support Manager from Service Support Professional Association, America and holds a Bsc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian customer contact management industry since the beginning and is better known as the "Sifu" to his peers, colleagues, partners and customers.

With more than 15 years of both strategic and operational customer contact center experience, Ken is an author of numerous white papers, articles and has conducted in depth research and studies on contact centers and customer experience in Asia Pacific. He is a much sought after speaker and has been highly involved in providing strategic directions for the Asian customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. He was recently appointed by Customer relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of notable judges in the highly recognized CRM & CCAM awards.

Registration Form

Customer Contact Management Conference (25 April 2006) & Certified Contact Center Manager Program (26-27 April 2006)

Crowne Plaza Mutiara Kuala Lumpur, Malaysia

**Yes! Please register the delegate(s) for this event
(Kindly photocopy for more delegates)**

Delegate 1

Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Delegate 2

Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Delegate 3

Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Delegate 4

Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Delegate 5

Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Approving Manager: _____

Job Title: _____

Email: _____

Address: _____

Tel: _____ Fax: _____

Nature of Business: _____

Ways to register

Tel : +603 7728 2623
Fax : +603 7728 2620
Mail : ATCEN Sdn Bhd
Lot C-103A, Perdana Condo- Business
Suites, Jalan PJU 8/1, Damansara
Perdana, 47820 Petaling Jaya, Selangor
Darul Ehsan, Malaysia.

Investment of the event:	
Conference Only	RM 1,500
Training Program Only	RM 1,500
Conference + Training Program	RM 2,750

The investment includes lunches, refreshments and conference documentation.

Please tick (✓) your choice session(s)

- 1-Day Conference + 2-Day Training Program
 1-Day Conference only
 2-Day Training Program only

Group Discount: Enjoy a group discount of **10% for 3 or more delegates** registered at the same time from the same organization.

Terms & Conditions

1. Cheques have to be received 7 working days prior to the event date.
2. Payment is non-refundable if cancellation occurs 14 days prior to workshop commencement.
3. Payment is required with registration and must be received prior to the conference to guarantee your seat.
4. Walk-in delegates with payment will only be admitted on the basis of seat availability at the conference and with immediate full payment.
5. The organizer reserves the right to make any amendments and/or changes to the program, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.

Payment Method

All cheques are to be made payable to **ATCEN SDN BHD** and mail your payment together with this registration to **Lot C-103A, Damansara Perdana-Business Suites, Jalan PJU 8/1, Damansara Perdana, 47820 Petaling Jaya, Selangor Darul Ehsan, Malaysia.**

Enclosed is our cheque for the event

RM _____

Authorized Signature : _____

Name : _____

Date : _____