



CERTIFIED CONTACT CENTER COACH (CCCC)

ATCEN

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Date : 28th, 29th March & 4th April 2020



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

Venue : AC Hotel Kuala Lumpur Titiwangsa



Workshop Description

Coaching is indeed an integral component in the Contact Center environment. It is conducted by various parties on various areas of development within the contact center; namely work-related skills and telephony interactions.

However, coaching is not merely a process that needs to be completed but an important aspect of agent and operational development. Coaching also serves as a quality improvement tool on a whole within the contact center environment as it serves as a point of reference for the staff enhancement and improvement.

This program focuses on the end to end process of conducting coaching within the contact center environment. It provides a comprehensive platform to re-evaluate and enhance your coaching process and build on it to further strengthen the quality and productivity of the contact center personnel.

Workshop Learning Objectives

- Understanding the different coaching methods within the Contact Center Environment;
- How to communicate clearly desired behavior to the agents;
- Monitoring and giving feedback based on performance;
- To develop specific competencies that would enable more effective and focused coaching sessions;
- Coaching based on specific data such as Key Performance Indexes and Quality Analysis.

Who Should Attend?

- All individuals who conduct coaching within the Contact Center Environment



ATCEN is accredited as the first accredited training provider with the **Contact Centre Association of Malaysia (CCAM)**

Facilitated & Marketed by:



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 and Exercises
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

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Module Outline

Module 1: Introduction

- What is Coaching?
- The Importance and Role of Coaching in the Contact Center
- Why Coach and Not Just Train?

Module 2: The Difference of Coaching in a contact Center Environment

- Where Does Coaching Fit in to the Contact Center
- Coaching Angles – What to Coach on and Why?
- The Best Person to Coach in a Contact Center
- Multiple Coaches and How to Align Your Recommendations

Module 3: Communicating Expectations and Coaching on Behavioral Correction

- Know What to Coach – Attitude vs. Behavior
- What Can You Change by Coaching?
- When to Stop Coaching?
- Understanding Key Components of a High Performing Contact Center Professional
- Setting the Right Expectation for the Contact Center Personnel
- Carrot and Stick Methodology: Identifying When to Use Which

Module 4: Developing Key Contact Center Coaching and Mentoring Skills

- Principles & Qualities of an Effective Coach
- Focus on the Job Holder, Earn the Right to Advance and Advance Through Involvement
- The Different Kinds of Coaching Styles that Can Be Used in a Contact Center
- Understanding the Level of Competency of Your Staff and the Most Appropriate Coaching Technique to Use
- Understanding Why Different Staff React Differently Toward Coaching.

Module 5: The Contact Center Coaching Session

- Preparing for a Coaching Session Using the GROW Coaching Model (Goal, Reality, Options, Way Forward /Will)
- Planning a Coaching Session Based on the Contact Center Personnel's Personality and Behavior.
- Conducting an Actual Coaching Session
- The Power of Asking the Right Questions in a Coaching Session to Guide Towards a Desired Outcome
- Following Up on the Coaching Session

Module 6: Conducting Coaching in the Contact Center Environment

- Developing a Performance Culture of Openness and Transparency
- Developing My Coaching Action Plan Using GROW
- Monitoring and Following Up
- Review and Self-assessment
- Coaching and Mentoring Your Participants
- Continuous Improvement Cycles

Module 7: Using Contact Center Matrixes for Coaching

- Coaching based on KPI's E.g. Adherence, AHT, ACW, Quality Monitoring, Conversion Rate
- Quality Monitoring Coaching vs. Work Performance Coaching
- Transferring the Responsibility of Performance via Coaching
- Multiple Coaches and Calibrating the Coaching Sessions
- A Continuous Growth Model Based on Coaching Outcomes.

Module 8: The Contact Center Performance Feedback and Motivation

- The Correlation Between Performance Monitoring and Feedback
- What Motivates Contact Center People and How to Best Recognize Them
- Giving Feedback and Motivating People Across Generations: Baby Boomers, Gen-X and Gen-Y
- Correcting Undesirable Behaviors

Certification by:



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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.

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Jeremy Lee



Jeremy serves as CEO and Principal Consultant of ATCEN Sdn Bhd, and Group CFO for the ATCEN Group. ATCEN Group has business in Academic Education (PORTMAN College) and Corporate Training (ATCEN). He has been in the Corporate Training industry for over 16 years.

He is a Chartered Management Accountant (ACMA), Certified Accountant in Malaysia (MIA), Chartered Global Management Accountant (CGMA) and holds a MSc. in Engineering Business Management from Warwick University. He is currently pursuing his PhD in University Malaya. He is a Certified Personal Profiler and Human Job Analysis (Thomas International), Certified Trainer (PSMB) and Certified Master Trainer with Western Kentucky University. He is a Professional Speaker with the Malaysian Association of Professional Speakers (MAPS).

With more than 20 years of strategic and operational management experience, he has worked and been involved in numerous industries. He has conducted and facilitated thousands of individuals in the areas of Strategic Review, performance management, leadership skills, sales, negotiation skills, sales and service and communication skills. He has facilitated workshops in the region and is able to handle people from different backgrounds and management levels.

Over the years, Jeremy has been involved in numerous business. He has lead/ started and closed businesses was involved in mergers, acquisition, daily operations and disposals. He has held a variety of leadership and project management roles in various organizations prior to ATCEN. He was the Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Knowledge and Learning Management Division of a listed company, Special Project Manager for a Resort Group, Operation Head in a Resort in UK, Project Team Leader in a Technology startup firm with and also an Internal and External Auditor. He has also operated a Restaurant previously, a recruitment organization and also oversaw the operations of a 30 year old Association.

Additionally, he has collaborated with Accenture on a multi-million-Ringgit e-commerce project in the loyalty program industry. There, he gained the prestigious MSC status for the organization, played a pivotal role in the areas of strategic and operational planning, organizational structure, organizational change and the management of the project. He was also the project manager for the first ISO 9002:1994 certification for a vacation ownership company, worldwide.

Some of the companies he has worked with includes Alliance Bank, AIA, AMEX, AmBank, Axiata, Bacfree, Bank Islam, Bank Rakyat, Bank of Tokyo, Bank of China, Bank Negara, BD Agriculture BMW (M), BP, Celcom, Cerebos Asia Pacific, Comex Genesys, CNI, CIMB Bank, CMA-CGM, Danone Dumex, Dell, DHL Express, DHL IT, DiGi, e-Genting, EasyCall, EON, EPIC, ExxonMobil, Fibertex, Fuji Xerox, Great Eastern, EPIC-I, General Electric, Etiqa, Hitachi, Heitech-Padu, Hong Leong Bank, HP, IBM, IJM Properties, IOI Corp, Iraq South Oil, Inti University, KWSP, KWAP, Kenanga Investment Bank, Kings Confectionery, LaFarge Cement, Maybank, Mayban Assurance, MAA, MBF Cards, Merck, Mesiniaga, MLRe, MSIG, MYOB, Nike, Nokia, OCBC Bank, Petronas, Perodua, Philips, Proton, Polyplastic, PSDC, RHB Insurance, RHB Bank, Sapura Crest, Scomi, Siemens, Shell Trading, Shell SITI, SME Bank, SMECorp, SP Setia, SRG, Standard Chartered Bank, Spices and Seasoning, Sony Malaysia, Sony (PG), STAR Publications, Stemlife, Sunway Hospital, SWIFT, Taylors University, Telekom Malaysia, Telekom Sales and Service, TIME, TMTouch, TM Net, Tenaga Nasional Berhad, Tokio Marine, Toyota Autobody, TNT Express, UMW Toyota, UOB Bank, UMobile, Vsource, ZTE etc.

Ken Ng



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 Centre 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 Centre service, sales, marketing and customer interaction Strategic Sales and Service Blueprint design, Turnkey Contact Centre 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 centres 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 Centre and Marketing Consultant for Microsoft Malaysia to Sales and Marketing Strategist for the Kirby Company, USA and many more.

CLIENTELE

Companies that have attended ATCEN's programs:

ACSON Malaysia	EPSON Malaysia	Malayan Banking (Maybank)	Sabah Shell
AEON Credit	Esthetics International Group	Malaysia Communication &	SAJ Holding
Affin Holdings	Etiqa Insurance	Multimedia Commission (MCMC)	Sanofi-Aventis
Affin Hwang Asset Management	Express Rail Link	Malaysia Airlines	Sapura Resources
AIG Shared Services	Exxon Mobil Corporation (M)	Malaysian Investment Development Authority	Sapura Kencana Petroleum
Air Asia	F&N Beverages Marketing	Malaysian Life Reinsurance	Sarawak Information Systems (SAINS)
Airfoil Services	F&N Dairies (Malaysia)	Malaysian Resources Corporation	SCAN Associates
Ajinomoto	FCS Computer Systems	Mandarin Oriental Kuala Lumpur	SCHOTT Glass
Alliance Bank	Felda Prodata System	Manpower Staffing Services (M)	Scomi Group
Allianz	Fibertex Personal Care	Mary Kay (M)	SEA ORGA
Amanah Raya	First City University College	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 IIsas
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	KDU College	Pos Malaysia	Tourism Malaysia
Cititel Mid Valley	Kementerian Kesihatan Malaysia (MOH)	PPG Coatings	Toyota Auto Body
City Facilities Management	Kenanga Investment Bank	Prasarana	Toyota Capital
CNI Enterprise	Kerry Ingredients (M)	Prince Court Medical Centre	U Mobile
Continental Tyre PJ Malaysia	Khazanah Nasional	Prometric Technology	UEM Sunrise
Courts Mammoth	King's Confectionery	Proton Holdings	UEM World
Credit Guarantee Corporation	KPJ Healthcare	Prudential BSN Takaful	UITM
CSC Malaysia	KPMG Malaysia	Prudential Service Asia	UMW Corporation
Dagang Net Technologies	Kraiburg TPE Technology (M)	Qinetics Solutions	UMW Motor
Daikin Refrigeration Malaysia	Kumpulan Wang Persaraan (KWPAP)	RAM Holdings	UOB
Danone Dumex (M)	Kumpulan Wang Simpanan Pekerja (KWSP)	Rapp Collins	UTSB Management
Dell Asia Pacific	Kuwait Finance House	RBC Investors & Treasury Services	VADS
Dentsu (Malaysia)	Lafarge	REDtone International	Vale Malaysia
Dhiraaghu Maldives	LB Aluminium	Reckitt Benckiser	Weir Minerals
DHL Global Forwarding (M)	Lembaga Hasil Dalam Negeri Malaysia	Rentwise	Volvo Malaysia
DHL Information Services	Lembaga Pembangunan Industri Pembinaan	ResMed	Watsons Personal Care Store
Digi	Lexus	RHB Bank	Western Digital
DKSH Malaysia	L'oreal Malaysia	RHB Insurance	X-FAB Sarawak
DRB-Hicom	Luen Heng F&B	Ricoh (Malaysia)	Zenith Media
Eastern Pacific Industrial Corporation	Majlis Amanah Rakyat (MARA)	Robert Bosch	Zurich Insurance
Edaran Otomobil Nasional	Malakoff Utilities	Royal Selangor Marketing	
Edaran Tan Chong Motor			

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Participant 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Mobile No.: _____

Mobile number is preferred for us to be in contact with the participants before and after the workshop

Participant 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Mobile number is preferred for us to be in contact with the participants before and after the workshop

Participant 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Mobile number is preferred for us to be in contact with the participants before and after the workshop

Human Resource / Approving Manager: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Authorized Signature: _____ Invoice Attention To / : _____

Has ATCEN Sdn. Bhd registered as your vendor?

Yes No

Finance E-Mail Address _____

Company Stamp Chop:



This training is PSMB/HRDF claimable subject to PSMB/HRDF approval

Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend our programs.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
6. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
7. The certificate of completion will be awarded by ATCEN Sdn. Bhd.
8. The personal information that you provide in this Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to market, advertise and promote our goods and services via various communication mediums. Participants are responsible to advise the organizer if they do not wish to be included in the above.

Workshop Investment :

3 participants – RM10,500 nett
(Saved RM3,900).

2 participants – RM7,500 nett
(Saved RM2,100).

1 participants – RM4,800 nett
(Inclusive of 6% SST)

Price is inclusive of all materials, examination fees, lunches and tea-break..

To register, complete this form:

1. Email form back to sender's email address/
info@atcen.com
2. Fax this form to +603-7728 2620

By Bank Draft:

Payable to **ATCEN Sdn Bhd** and courier to:
D-05-12, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana, 47820 PJ,
Malaysia.

By Direct Transfer:

Account Name: **ATCEN Sdn Bhd**
Bank : Public Bank Berhad
Acc No : 3130460034

By Credit Card:

We take VISA and MasterCard only.
(3% transaction fees is applicable)

All bank charges/fees to be borne by payer.

For Office Use Only

Corporate Sales Consultant: _____

Invoice Number: _____

Invoice Date: _____

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