

CERTIFIED CONTACT CENTER DIGITAL AGENT (CCDA)

ATCEN

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Date : 26th – 27th August 2020

Venue: AC Hotel Kuala Lumpur Titiwangsa



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

Workshop Description

Over recent years, automation has created more jobs than it has destroyed. Of the 800,000 or so new jobs created between 1990 and 2013, some 200,000 can be attributed solely to automation. And in future years, automation is likely to continue to transform occupational roles and the Contact Center is not exempted from this shift.

The Contact Centre agents' competencies have always been evolving and in the latest iteration of skills evolution, it has morphed from voice and email to a more written customer interaction role. With this evolution of the Contact Centre agent, competency requirements have shifted and can be divided into different areas: Cognitive ability and Customer Service Delivery are the top competencies with Social Intelligence and ICT Knowledge and Skills wrapping up the other competencies in the AI/digital driven age.

Technology has established itself as the communications channel of choice for customers and clients. They are using more of social media such as Twitter, Facebook, LinkedIn, etc. to reach out to organizations for support and product information through Web Chat. This program is designed to equip the front-liners of correspondence and Social Media teams to respond to messages coming through social media channels and emails with a higher level of professionalism and CX.

Designed for individuals who are already comfortable in writing, this practical program delves into developing the What's and How's of a Contact Centre for the Digital Edge. The ultimate objective of this certification program is to elevate knowledge and skills to increase productivity, efficiency and stellar CX delivery.

Workshop Learning Objectives

- To develop the required thinking modes in the digital age
- To inject service orientation in interactions
- To understand the difference in writing styles between emails, social media correspondence and chats
- To understand the brand character the writer is representing
- To develop specific nuances that exhibit the brand character
- To learn how to develop an Interaction Action Matrix for reference on actions for various queries and situations
- Email and social media response processes
- Best-in-class service measurement reference
- Managing of challenging situations and individuals in Social Media and Emails
- Preparation for social media crisis management
- Managing of social media crisis situations

Who Should Attend?

- Customer Interaction Professionals



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

Workshop Chronology

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

Chronology applies for Day 1 until Day 3.

For Day 3,

1700 – 1800	Examination
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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

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Workshop Outline

Module 1: Understanding Customer Experience (CX) in the Digital Economy/ Fourth Industrial Revolution (IR4.0)

- Understanding the Fundamentals of the Digital Economy and Evolution of Customer Service to CX
- The Defining Changes of CX in the Digital Economy
- Recognizing the Building Blocks of Customer Satisfaction, Value & Retention in the Digital Economy
- Winning Customers by Understanding Digital Service Experience Requirements

Module 2: Customer Support in IR4.0

- The Advent of Omni Channel Support in a Customer Support Centre
- Multimedia Routing for Effective Interaction Management
 - Email
 - Text Chat
 - Fax, Mail
 - Web Call
- Routing Support for Business Continuity and Disaster Recovery

Module 3: Online Chat vs. Other Support Channels

- How Does Using Chat Compare to Other Support Channels
- Why Will Site Visitors Choose Chat Over Calling?
- What are the Benefits of Using the Chat System?
- What are/Will be the Common Requests and Questions Asked – FAQ Development
- Response and KPIs – A Best Practice Comparison

Module 4: Customer Communication Foundation – The Style Guide

- Understanding the Corporate Brand Character and Consistency
- Establishing the Brand Character Voice
- Outlining the Corporate Brand Voice
- Writing Styles and Approaches to Reflect your Brand

Module 5: What to Say and What Not to Say

- What Words and Phrases are Acceptable to Use in Chat?
- Making Sure Your Message Isn't Taken Out of Context
- Case Studies to Review

Module 6: Canned Responses

- What are Canned Responses and When to Use Them
- What are The Benefits and Downsides of Canned Responses?
- Agreeing to a Set of Canned Responses for Your Role/Department/Business

Module 7: Writing the Right Style – Professional vs. Individual

- The 7 Cs of Writing Guide
- Keeping It Simple and Sociable (The New KISS)
- Inform, Request and Persuade Formats
- Delivering Good and Bad News
- Positive Service Language

Module 8: Writing & Polishing Service Writing

- Developing and Using Standard Templates with Character
- Creating Non – Robotic Responses for Engaging Customer Interaction
- Proofreading and Editing to Avoid Unnecessary Mistakes

Module 9: Best Practice for Customer Support

- Social Media Crisis and Disaster Management – Negative Viral, False Information, Incidents, Current Issues and Trolling
- Persuasive and Engaging Language in Interactions
- Using the BAHLOT Method of Managing Challenging Correspondence
- Techniques to Handle Different Kinds of Customers – The Know-It-All, Political Commenter, Grammar Nazi, Complainer, Religious Commenter
- Emoticons, Gif and Stickers usage
- Abbreviation and Short Form Usage
- Handling More Than One Chat Session at a Time

Module 10: Challenges of Customer Interaction Responses

- Managing Challenging and Provocative Issues
- Managing Challenging People and Complaints
- Good Recovery of Difficult People and Postersm Samples – Industry Best Practices4

Certification by:



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Certification is dependent on the following:

- Full Class Attendance
- Assessment comprising of 50 Multiple Choice Questions (100%)

An examination score of **80 percent or higher** must be achieved in order to obtain certification.

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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 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.

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

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			

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Participant 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Kindly contact me through Social Media?

Participant 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Kindly contact me through Social Media?

Participant 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Kindly contact me through Social Media?

Workshop Investment :
3 participants – RM7,000 nett
(Saved RM1,400)

2 participants – RM5,100 nett
(Saved RM500).

1 participant – RM2,800 nett
(Inclusive of 6% SST)

Price is inclusive of all examination fees, materials, 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.

Human Resource / Approving Manager: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Authorized Signature: _____ Invoice Attention To / : _____

Finance E-Mail Address _____

Has ATCEN Sdn. Bhd registered as your vendor?

Yes No

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.

For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date:

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