



CERTIFIED CONTACT CENTER PROFESSIONAL (CCCP)

ATCEN

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Date : 11th – 12th April 2020
Venue : AC Hotel Kuala Lumpur Titiwangsa



Workshop Description

As Contact Center operations increases in complexity, the roles and responsibility of Contact Center Professionals has changed drastically. Today, it has become a necessity for most Contact Center Professionals to not only serve the customer but also to up-sell and cross-sell to them.

This certification programme is part of the ATCEN Customer Experience Management series that certifies customer contact professionals on the essential soft-skills elements associated with superior telephony sales and service management. The programme consists of modules that teach participants essential skills such as Customer Experience, Contact Center operational basics, communication, call management, call courtesy, call accuracy, professional customer interaction principles and concepts. This programme certifies that the participant has the relevant skill sets to a deliver stellar interaction to customers.

It also enables participants to have a holistic view on how their role plays an important part in Customer Experience Management.

Workshop Learning Objectives

- Understand the need to exceed customer delight;
- Appreciate what it takes to be a successful Contact Center Professional in current environment;
- Create lasting impressions with the Customers;
- Understand the importance of call and service management;

Workshop Learning Outcome

After attending this program, the participants will be able to:-

- Understand how a Contact Center operates
- Communicate effectively to your customers
- Answer customer queries in a structured manner according to the inbound and outbound call flow
- Manage difficult customers

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



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 Break

1300 – 1400 Lunch

1530 – 1545 Afternoon Break

1700 End of Workshop

Chronology applies for Day 1 and Day 2.

For Day 2,

1700 – 1900 Examination

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Workshop Outline

INTRODUCTION

- The Evolution of Customer Service to Customer Experience
- Differences Between Customer Experience, Customer Relationship Management (CRM) and Customer Service

Module 1: Introduction to Today's World

Class Contact Center

- Understanding the Role and Benefits of the Contact Center
- Delivering Exceptional Call and Service Management – Passion to Exceed Customer Delight" - Why is it important?
- Creating the 4 Levels of Service to 'Wow' the Customer
- Understanding The Customer Journey and how it fits into Customer Experience Management

Module 2: Contact Center Professional's Competency

- The Contact Center Professional Behavioral Anchors
- Developing Confidence and Rapport Building Skills
- Deciphering What the Customer Wants Implicitly and Explicitly
- Essential Contact Center Mindset – KPIs and Contact Center Metrics
- Inbound Call Patterns and It's Relation to the Contact Center Professional

Module 3: Clear Communication Always

- Exceptional Communication to Create First and Lasting Impression
- Understanding the Communication Model and Process
- Developing Superior Listening and Questioning Skills
- Did You Get That? – What the Customer Wants You to Know

Module 4: The Inbound Telephone Call Structure

- The Call Opening, Hold and Transfer
- Understanding Customer's Challenge & Needs
- Accuracy and Clarity in providing solutions
- How to Provide Effective First Contact Resolution (FCR)
- The Call Closing & After Call Activity

Module 5: Managing Difficult Customers

- Understanding What Causes Conflict and the Stages of Conflict
- The 6 Different Types of Customers
- Dealing with Difficult Customers – The LEARN Approach
- Practicing Transparency with Customers

Module 6: Moving Forward

- Continuous Development of the Knowledge, Skills, Attitude, Habit (KSAH) of an Effective Contact Center Professionals
- Individual Development Plan

Certification by:



**Certificate of Completion
awarded by Western Kentucky
University (USA) &**

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



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

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Companies that have attended “Certified Contact Center Professional” public workshop since 2011

Amanah Saham Nasional Berhad
Bank of China
Bank Negara Malaysia
Bank Rakyat
Bank Simpanan Nasional
BMW Credit (M) Sdn Bhd
Bridge ICD Sdn Bhd
CL Systems Sdn Bhd
Dagang Net
Etiqa Insurance & Takaful
Etiqa Takaful Berhad
Felda Prodata System Sdn Bhd
Festo Sdn Bhd

GITN Sdn Bhd
Hyundai-Sime Darby Motor Sdn Bhd
Kumpulan Wang Simpanan Pekerja (KWSP)
Malaysian Electronic Payment System Sdn Bhd
Merchantrade Asia
Nippon Paint (M) Sdn Bhd
Permodalan Nasional Berhad (PNB)
Pernec Integrated Network
Pharmaniaga Logistics Sdn Bhd
PHHP Marketing (M) Sdn Bhd
Ricoh (M) Sdn Bhd
Tricubesnor JV Sdn Bhd

Participants' Feedbacks

“Trainer conducted an excellent session. Lively, with relevant real life examples. Very relatable. High energy and enthusiasm. Activities were very good in emphasizing the points.”

- **Senior Manager, Nippon Paint (M) Sdn Bhd**

“A well defined programme for Contact Center agents and the trainer is superb/intellectual.”

- **Contact Center Manager, Bank Simpanan Nasional**

“The program is very helpful to help understand contact center itself.”

“The instructor is very helpful. My first time training without feeling sleepy at all (except for the exam time). I like the instructor style of training. Good job. Hopefully I will pass.”

“The training is good to improve contact center skills. ”

17th
SESSION
SINCE 2011!

95%
Score on Trainer's
Feedback - Last
Session
(November 2019)

150
Numbers of participants
that have joined this
course (public
workshop) since 2011

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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 – 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.

For Office Use Only

Corporate Sales Consultant: _____

Invoice Number: _____

Invoice Date: _____