



# CERTIFIED CONTACT CENTER TEAM LEADER

**ATCEN**

[atcen.com](http://atcen.com) | [info@atcen.com](mailto:info@atcen.com) | +603 7728 2623

**Date : 28<sup>th</sup>, 29<sup>th</sup> March & 4<sup>th</sup> April 2020**  
**Venue : AC Hotel Kuala Lumpur Titiwangsa**



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

## Workshop Description

The Certified Contact Center Team Leader Program (CCCTL) is developed for Contact Center middle management individuals. The Team Leader forms the crucial link between operations, management and agents. These individuals face high levels of stress and are usually promoted based on the fact that they were high performing “Super” agents. However, not all individuals are natural leaders and may not have the proper skills to transform themselves from a highly stressed position to exceedingly successful performance.

Part of the ATCEN Customer Experience Management Series, CCCTL is a comprehensive program that provides insights into the day-to-day leading and management of a team in a knowledge-based environment that demands competent leaders in creating and leading highly successful, loyal and motivated teams. Most importantly, this program will provide Team Leaders with the fundamental bridging skills between the agent and the Team Leader.

This program also looks at how the Contact Center environment contributes into Customer Experience Management and how as a team leader it is important to see things from a more strategic and holistic manner.

## Workshop Learning Objectives

- Understand the roles and responsibilities of a Contact Center Team Leader;
- Understand the fundamentals of Contact Center leadership skills;
- Develop strategic thinking skills;
- Develop the aptitude of a Team Leader;
- Enhance management communication and interaction skills to better manage the team;
- Enhance the performance management of the team;
- Learn conflict and disciplinary management skills;
- Provide a morale and performance booster for the agents in the team.

## Who Should Attend?

- Senior Contact Center Agents
- Team Leaders
- Team Managers



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

**Facilitated & Marketed by:**

**ATCEN**

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 2.*

# Certified Contact Center Team Leader

28<sup>th</sup>, 29<sup>th</sup> March & 4<sup>th</sup> April 2020, AC Hotel Kuala Lumpur  
Titiwangsa

## Module 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 Contact Center Team Leadership

- The Difference Between Leadership and Management
- The Nature of Contact Center Leadership Duties
- Creating Effective Contact Center Leadership Behavior
- The Team Leader Role in Customer Experience Management

### Module 2: Developing Strategic Thinking Skills

- The Strategic Thinking Skills in a Contact Center – Right/Left Brain Orientation
- Developing an Understanding of Daily Operations Performance (SLAs) and the Required Actions
- Prioritization – Where Am I Spending My Time?
- Strategy vs. Operations – Finding the Balance and levelling UP

### Module 3: Developing Specific Behaviours to Manage Staff Relations

- Developing Supportive Leadership Skills
- Developing Mentoring and Coaching Skills
- The Guidelines for Recognition and Rewards in A Contact Center
- Communicating Supportively when Managing Poor Performance

### Module 4: Developing Communication and Interaction Skills

- Communicating a Culture of Positive Reinforcement
- Developing Positive and Influential Verbal Communication Skills
- Developing Positive Non-verbal Communication Skills
- Getting to Know Your Team – Individual Focus on Team Members

### Module 5: Performance Management and Disciplinary Skills

- Managing Conflict in Difficult Staff Situations
- Dealing with the Issue and Not the Personality
- Effective Disciplinary Actions in a Contact Center
- Developing Skills in Providing Performance Feedback

### Module 6: Making Teams Work with Empowerment

- Identifying Attributes of Successful Performing Teams – Forming, Storming, Norming, Performing
- Motivating and Driving Your Team with a Collective Sense of Identity
- Creating a Sense of Purpose - Managing Gen Y and Z
- Team Happiness Plan – Developing a Team Happiness Plan Specific to Your Team

# Certified Contact Center Team Leader

28<sup>th</sup>, 29<sup>th</sup> March & 4<sup>th</sup> April 2020, AC Hotel Kuala Lumpur  
Titiwangsa

## 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 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.



#### 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
- Jebsen & 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

# Certified Contact Center Team Leader

28<sup>th</sup>, 29<sup>th</sup> March & 4<sup>th</sup> April 2020, AC Hotel Kuala Lumpur  
Titiwangsa

## Companies that have attended “Certified Contact Center Team Leader” public workshop since 2010

ADT Services (M) Sdn Bhd	Eastpring Investments Berhad	Measat Broadcast Network Systems Sdn Bhd
Agensi Kaunseling & Pengurusan Kredit (AKPK)	Epson Malaysia Sdn Bhd	Merchantrade Asia Sdn Bhd
AIA Shared Services Sdn Bhd	Etiqa Insurance & Takaful	NEC Corporation of Malaysia Sdn Bhd
Air Selangor	Etiqa Takaful Berhad	OCBC Bank (M) Bhd
Alcatel-Lucent Malaysia Sdn Bhd	Felda Prodata System Sdn Bhd	OffGamers Sdn Bhd
Alliance Bank Berhad	FlyFirefly Sdn Bhd	Pacnet Global (M)n Sdn Bhd
Alliance Financial Group	GITN Sdn Bhd	Perbadanan Bekalan Air Pulau Pinang
Allianz General Insurance Company (M)	Global Support Centre Malaysia (Qnet)	Permodalan Nasional Berhad (PNB)
Amanah Saham Nasional Berhad	Globeoss Sdn Bhd	Pos Malaysia Bhd
AmLIFE Insurance Berhad	Grand-Flo Spritvest Sdn Bhd	Prometric Technology Sdn Bhd
ASTRO	GSC Sdn Bhd	Proton Edar Sdn Bhd
Bank Islam	Hewlett-Packard (HP)	Scopetel Sdn Bhd
Bank Negara Malaysia	Hilti Asia IT Services Sdn Bhd	Sime Darby
Bank Rakyat	iCIMB (Malaysia) Sdn Bhd	SME Bank
BMW Credit (Malaysia) Sdn Bhd	IKEA Damansara/IKANO	Standard Chartered Bank (M) Sdn Bhd
Boustead Petroleum Marketing Sdn Bhd	Indah Water Konsortium Sdn Bhd	Tenaga Nasional Berhad (TNB)
Bridge ICD Sdn Bhd	Intel Microelectronics (M) Sdn Bhd	The Royal Bank of Scotland Berhad
Cigna International Health Service Sdn Bhd	iPerintis Sdn Bhd	Touch N Go
Commerce Access Sdn Bhd	Itelligence Outsourcing MSC Sdn Bhd	Travel Guard
CSC Malaysia	Jebsen & Jebsen	TT dotCom Sdn Bhd
Dagang Net Technologies Sdn Bhd	Kumpulan Wang Persaraan (KWAP)	U Mobile Sdn Bhd
Digicert Sdn Bhd	Kumpulan Wang Simpanan Pekerja (KWSP)	United Overseas Bank (M) Bhd
e2 Power Sdn Bhd	Malakoff Utilities Sdn Bhd	VADS
		Valeserve Malaysia

## Participants' Feedbacks

*“It is good and fun too” – Senior Associate, Amanah Saham Nasional Berhad*

*“I really enjoyed the program, would really like more TL trainings like this that will help me in my TL role, eg- strategizing and leadership managing.”  
- Customer Contact Center Team Leader, IKANO (IKEA)*

*“This training program is very effective and have clearer picture of the role as a team leader”*

*“This course really benefits us as a TL. All modules covered have actually been applied in my work area.”*

*“This program provide more info in my career development”*

*“Clearly understand the training. Glad to join this program as I managed to learn how to develop internal skills to be a good leader. Will try to implement all the theories that being learn during the training periods. Bravo ATCEN!”*

*“Either team leader or newly promoted team leader should attend this workshop to improve on their leadership skills. It is really useful and I'm going to apply what I learned in class to my daily tasks in call center”*

**20th**  
**SESSION**  
**SINCE 2010!**

**93%**  
**Score on Trainer's**  
**Feedback – Last**  
**Session**  
**(February 2019)**

**218**  
**Numbers of participants**  
**that have joined this**  
**course (public**  
**workshop) since 2010**

# Certified Contact Center Team Leader

28<sup>th</sup>, 29<sup>th</sup> March & 4<sup>th</sup> April 2020, AC Hotel Kuala Lumpur  
Titiwangsa

## 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?

**Normal Retail Price is RM4,000/pax.**

**(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.

**Human Resource / Approving Manager:** \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

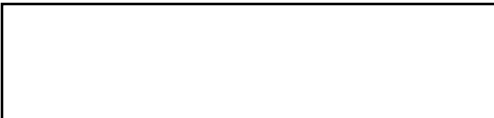
Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Invoice Attention To / : \_\_\_\_\_

Company Stamp Chop: \_\_\_\_\_ 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.

## For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date:

**ATCEN**

atcen.com | info@atcen.com | +603 7728 2623