



CERTIFIED WRITTEN INTERACTION PROFESSIONAL

ATCEN

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Date : 4th – 5th April 2020
Venue : AC Hotel Kuala Lumpur Titiwangsa

Workshop Description

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. 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.

Designed for individuals who are already comfortable in writing, this practical workshop delves into the What's and How's to send precise and concise written messages to a receiver with the appropriate level of professionalism. The workshop highlights the need for a polished structured business writing format, the importance of using contemporary appropriate and grammatically correct language including a flair of character in messages and currently practiced and accepted standards of professional writing.

Workshop Learning Objectives

- To develop professional writing skills
- To inject service orientation in writing
- To understand the difference in writing styles between emails and social media correspondence
- 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?

- Frontline Executives



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

Certification by:



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

Certification is dependent on the
following assessment:

- Full Class Attendance
- 40 Multiple Choice Questions (40%)
- 4 Written Situational Response Questions (60%)

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

**Facilitated &
Marketed by:**

ATCEN

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Module Outline

Module 1: Social Media and Email Process Management

- Preparing for Written Service Support
- Interaction Guidelines – The Process
- Social Media Response Formats
- Response and KPIs – A Best Practice Comparison

Module 2: Email and Social Media Communication Foundation

- 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 3: The Interaction Action Matrix

- Identifying the Top Queries (FAQs) on Social Media
- Defining Empowerment Boundaries on Responses
- Developing the Interaction Action Matrix

Module 4: Writing Fundamentals

- Achieving Brand Character, Clarity, Conciseness and Emphasis
- Understanding Your Audience
- Engagement Strategies in Social Media Writing
- Planning and Preparing Appropriate Responses for Email and Social Media

Module 5: 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 6: Writing & Polishing Service Writing

- Developing and Using Standard Templates with Character in Social Media
- Creating Non – Robotic Responses for Social Media Channels
- Proofreading and Editing to Avoid Unnecessary Mistakes

Module 7: Professional Responses in Challenging Situations

- 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

Module 8: Challenges of Social Media Interaction Responses

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

Do you want to continue to improve your English even after the workshop ends?

ATCEN will provide each registered participant access to the English learning online platform, from the award winning online company Reallyenglish.

Reallyenglish is an interactive, flexible and exciting way to learn English, especially for working adults. This international e-learning platform allows learners to learn English at their own pace across numerous devices.

All participants will be provided unlimited access to Reallyenglish (Writing for Business).

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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
- 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

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	Petroliam 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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Registration Form

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?

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

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.

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: