



# THE BRANDED WOW CUSTOMER EXPERIENCE

**ATCEN**

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**Date : 5<sup>th</sup> – 6<sup>th</sup> August 2020**

**Venue : AC Hotel Kuala Lumpur Titiwangsa**

## Workshop Description

This customized training workshop is designed to develop the Contact Center Professionals and to increase the effectiveness of customer engagement to create a distinct WOW customer experience for customers.

This program introduces contact center professionals to the essential and fundamental soft-skills elements associated with superior customer interaction practices.

The workshop consists of modules that educate the participants on current trends and benchmarked practices of customer experience delivery. It covers areas such as the Branded WOW Customer Experience, professionalism in customer interactions and managing difficult situations

## Workshop Learning Outcomes

- To understand the importance and deliver the distinct WOW Customer Experience (CX)
- To appreciate what it takes to be a successful Contact Center Professional;
- To develop professional communication skills;
- To understand the importance of call and service management;
- To understand the inbound call structure;
- To learn how to manage difficult situations and customers;
- To develop standards of telephony and written interactions;
- To manage and motivate self in the Contact Center environment.

## Who Should Attend?

- Contact Center Manager, Team Leader, Coach, Evaluator, Professionals
- Front Line Service Professionals

### 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.*

**Facilitated & Marketed by:**

**ATCEN**

This training is **PSMB claimable**  
Subject to PSMB approval

# The Branded WOW Customer Experience

5<sup>th</sup> – 6<sup>th</sup> August 2020, AC Hotel Kuala Lumpur Titiwangsa

## Module Outline

### Introduction: Customer Experience Today

- The Evolution of Customer Service to CX in the service industry and for a Contact Centre
- The Branded CX – Delivering Values Based CX
  - Focus on Customers
  - Concerned
  - Competent
  - Accuracy
  - Innovative
  - S4P
- Activity: The Human Chessboard CX

### Module 1: Creating the WOW Branded Customer Experience

- What is the WOW Experience?
- Delivering the Branded WOW CX that Captures Customers Emotions
- The 4 Levels of the Contact Centre Branded CX Delivery

### Module 2: Customer Communication and the WOW Impression

- Taking Ownership of the Service Stance – Apathy, Empathy, Sympathy
- Ways to Create a Positive First and Lasting Impression for WOW to Happen.
- The Communication Process and How to Make it a WOW
  - Intuitive Listening
  - Powerful Acknowledgements
  - Positive Language

### Module 3: The WOW Telephony Interaction Cycle

- The Call Opening
- Call Holding
- Call Transfer
- The Call Closing
- Overcome Negativity by Translating Disappointing Responses to Positive Words
  - Positive Phrases
  - Word Selection
  - Acknowledgement Words
- Voice Essentials to WOW Professionalism
  - Tone, Voice Placement, Volume, Tempo, Pitch, Inflection, Rhythm

### Module 4: Managing Difficult Call Situations andirate Customers

- Understanding What Causes Conflict and the Stages of Conflict
- Dealing with Challenging Customers – The ADR (Acknowledge, Defuse, Refocus) Approach
- Service Recovery Mindset

### Module 5: The Way Forward – Building A WOW Customer Centric Culture

- My KSBH Development Areas
- Combining Everything for the WOW Experience and Starting WOW Immediately
- Personal Action Plan: Developing a Personal Service Commitment

# The Branded WOW Customer Experience

5<sup>th</sup> – 6<sup>th</sup> August 2020, AC Hotel Kuala Lumpur Titiwangsa

## Program Facilitator

### Dave Yeo



Dave serves as a Training Consultant for The ATCEN Group. He is a certified Course Leader and Trainer for UP Your Service! – Achieving Superior Service by Ron Kaufman. Rooted and emerging from the service industry, Dave is passionate about delivering value and obsessively determined to transform individuals, teams and organizations to serve with the highest standard of high-performance culture. He has trained and transformed hundreds of customer service agents and support staffs in excelling in individual performance and delivering amazing customer experiences, many of whom has received numerous compliments, awards and recognitions within the organization.

After having graduated as a Physiotherapist and a certified Pilates practitioner, Dave chose to kick start his career by serving as a full-time teacher for a religious institution and being a youth leader where he discovered his passion for working with people to be the best they can be. Leading small groups and supporting the institution in its reach to the masses and engaging with groups, he successfully supported their growths as individuals and groups.

Discovering his interest in the service industry, he ventured into the contact centre environment as a customer care officer and was soon recognized for his potential and was promoted to the role of soft-skills trainer. Over the span of 6 years of supporting customers and Learning & Development experience in a foreign Telecommunications provider, he has conducted more than 300 sessions, developing hundreds of individuals in the areas of Customer Service and Care Fundamentals, Telephone Etiquette, Call Management, Upselling and Cross-selling, Effective Communication, Stress Management, Emotional Management, Emotional Intelligence, Influencing Negotiation, Analytical Thinking and Problem Solving, Assertiveness and Saying NO, Managing Challenging Customers, Call Back Failures, Zero Complaint Management and many more.

Another area of Dave's wide range of abilities is his success in developing and implementing digital learning experiences. He was a leader in digital learning transformation, having a unique way of developing fun, exhilarating and interactive e-learning contents and videos. Being immensely passionate in training, equipping and developing people, Dave has been recognized and awarded as the Best Contact Centre Trainer in Malaysia (2018) by the Contact Centre Association of Malaysia (CCAM).

Dave's dynamism, charisma and expertise are evidently projected through his training delivery, he's changed lives, increased productivity and the results produced through tremendous improvements in employee engagement scores within the organization. Having devoted himself to helping people discover & pursue their passion, Dave embodies the maxim:

*"Discover your passion and push forward to pursue it. Your passion will keep your fire alive!"*

# The Branded WOW Customer Experience

17<sup>th</sup> – 18<sup>th</sup> June 2020, AC Hotel Kuala Lumpur Titiwangsa

## Companies that have attended “The Branded WOW Customer Experience” since 2012

A & H Meyer Sdn Bhd  
Agensi Kaunseling dan Pengurusan Kredit (AKPK)  
Akademi JCORP Sdn Bhd  
Alam Flora Sdn. Bhd.  
AmBank (M) Berhad  
Asian Pacific Resource & Research Centre for Women (ARROW)  
Atelier Fine Jewellery Sdn Bhd  
Atlas Copco (M) Sdn Bhd  
Bank Islam  
Bank Of Tokyo-Mitsubishi UFJ (M)  
BIMB Securities Sdn Bhd  
Boss Solutions Sdn Bhd  
Bridgestone Engineered Products Of Asia Sdn Bhd  
Danone Dumex (M) Sdn Bhd  
F&N Daires Manufacturing Sdn. Bhd  
FaberMedi-serve Sdn Bhd

Fuji Xerox Asia Pacific Pte Ltd  
Guinness Anchor Berhad  
Infineon Technologies (Malaysia) Sdn. Bhd.  
Innovate Mental Arithmetic Sdn Bhd  
Institut Tadbiran Awam Negara (INTAN)  
International Enterprise Singapore  
INTI International University & College  
ISM Insurance Services Malaysia Bhd  
Khazanah Nasional Berhad  
Koridor Utara Malaysia  
Lembaga Kebudayaan Negeri Sabah  
Malaysian Life Reinsurance Group Berhad  
Media Prima Berhad  
Novo Nordisk Pharma (M) Sdn Bhd  
Palm-Oleo Sdn Bhd  
Petronas Penapisan Melaka  
Pharmaniaga Research Centre Sdn Bhd

PPG Coating (M) Sdn Bhd  
PORTMAN College  
Putra Specialist Hospital (Melaka)  
Romstar Sdn Bhd  
Securities Industry Development Corporation  
Sarawak Shell Bhd  
Shell MDS (Malaysia) Sdn Bhd  
Siemens Healthcare Sdn Bhd  
Siemens Malaysia Sdn Bhd  
Signature Manufacturing Sdn Bhd  
Sizmek (SEA) Sdn Bhd  
SME Corp Malaysia  
Taylor's University Sdn Bhd  
Tenaga Nasional Berhad (TNB)  
The Pacific Insurance Berhad  
Vantage Oilfield Solutions Sdn Bhd  
VADS Berhad

## Participants' Feedbacks

*“Overall, the training is very concise, precise & constructive definitely meets my learning objectives which are presentation skills and built my confidence level” - Sr Career Counsellor, Taylor’s University Sdn Bhd*

*“Good practical exercise, a bit short to really improve current status but good lesson and knowledge for advancement” – Head of Finance, Faber Mediserve (now known as UEM Edgenta)*

*“Learned the structure to prepare a presentation slides” – Manager, Agensi Kaunseling dan Pengurusan Kredit (AKPK)*

*“Best public speaking training / workshop so far. Feedbacks are useful and clear.” – Lead Buyer for Packaging Asia Pacific, PPG Coating (M) Sdn Bhd*

*“Facilitator is very knowledgeable towards subject matter & good in creating conducive learning environment.” – CX DS Division Manager, Siemens Healthcare Sdn Bhd*

**11th**  
SESSION SINCE  
2012!

**97%**  
Score on Trainer’s  
Feedback – Last  
Session  
(Feb 2019)

**80**  
Numbers of  
participants that  
have joined this  
course (public  
workshop) since  
2012

# The Branded WOW Customer Experience

5<sup>th</sup> – 6<sup>th</sup> August 2020, AC Hotel Kuala Lumpur Titiwangsa

## 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 – RM3,000 nett**  
(Saved RM1,440)

**2 participants – RM2,200 nett**  
(Saved RM760)

**1 participant – RM1,480 nett**  
(Inclusive of 6% SST)

*Price is inclusive of all 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:

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