ATCEN
The People Development Expert

PUBLIC WORKSHOP

CERTIFIED CONTACT CENTRE DIGITAL AGENT (CCCDA)

Duration: 3 Days

WITH **A.I.** AUGMENTATION

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MAKING CONNECTIONS
**Contact Centre
Association of Malaysia**

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CERTIFIED CONTACT CENTRE DIGITAL AGENT (CCCDA)

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

- Contact Center Agents
- Team Leaders

Workshop Outline / Agenda

Day 1

9:00am – 10:30am

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

10:45am – 1:00pm

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

2:00pm – 5:00pm

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

Day 2

9:00am – 10:30am

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

10:45am – 1:00pm

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

2:00pm – 5:00pm

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

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Workshop Outline / Agenda

Day 3

9:00am – 10:30am

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

10:45am – 1:00pm

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

2:00pm – 5:00pm

Module 9a: AI Augmentation and Applications in Contact Centre Training
- Understanding AI and its Functionalities
- Leveraging on AI's Potential in Augmenting Individual Performance
- AI in Content Creation & Design
- AI in Delivery Enhancement
- AI in Audience Engagement & Interaction

Module 9b: 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

Review and Examination

Training Methodology
The training methodology will be based on the **ATCEN PEAK** methodology.

This includes:
- Pre learning & Post learning
- Group activities / Exercises
- Discussions
- Presentations
- Lots of reflection and sharing

Certificate of Completion awarded by Western Kentucky University (USA)

WKU

Certification is dependent on the following:
- Full Class Attendance
- 2-Part Assessment comprising of:
  a) Part 1 - 40 Multiple Choice Question (40%)
  b) Part 2 – 3 Subjective Questions (60%)

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

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Formal and Professional Education

- BSc in Marketing and Organizational Communication (University of Oklahoma, USA)
- Bachelor of Business Administration (with Distinction) (University of Oklahoma, USA)

Certifications

- Certified Professional Speaker / Certified Support Manager (Service Support Professionals Association of America)
- Certified NLP Practitioner / Certified NLP Coach (NFNLP)
- Certified Associate Coach (CCA and MACC)
- Certified Master Trainer (Western Kentucky University, USA)
- HRD Corp TTT Certified and Accredited Trainer (PSMB)
- Notable Judge, by Customer Relationship Management & Contact Centre Association of Malaysia (CCAM) for annual CRM & CCAM awards

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 "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 and has conducted in-depth research and studies on CX, sales, marketing, contact centers 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 consulting, 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 and marketing 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 Southeast Asia and Asia Pacific region, Contact Center and Marketing Consultant for Microsoft Malaysia to Sales and Marketing Manager for the Kirby Company, USA and many more.

Companies Ken Ng has trained inhouse:

A&W Malaysia, ABS, Ace Synergy, ADT Services, AEON Credit, Affin Bank, AIA, AIA Shared Services, AIG, Air Selangor, Alliance Bank, Alphamatic, Alphamatic Sys., AmAssurance, AmBank, American Express, AmG Insurance, Amanah Raya Berhad (ARB), AON Malaysia, Asia Assistance Network (AAN), ASTRO, ATOS Services, Aviva, AXA Affin
BCG, Bank Islam, Bank Negara Malaysia (BNM), Bank of China, Bank of Maldives, Bank Rakyat, Big Dutchman, Big Pay, Belkin, BeMis, BMW, Boehringer Ingelheim, Bosch, Boustead, BSN, Bursa Malaysia
Canon Malaysia, Carlsberg Malaysia, CCAM, CCM, Celcom, Celcom Axiata, Century Battery, Century Logistics, Cerebos, Chevron Malaysia, CIMB Aviva, CIMB Group, Citibank Malaysia, City-Link Express, Club 21, Club Med, CNI, Colgate Palmolive, CommerceDotCom, Crowne Plaza Hotels, CSC Malaysia, Cuckoo
Da Ma Cai, Dagang Net, Danone Dumex, DayThree, Dell Asia Pacific, Dhiraagu (Maldives), DHL Express, DiGi, DST (Brunei)
E-Genting Berhad, Easy Call, EON, EON Bank Group, Etiqa Insurance, Exxon Mobil
F-Secure, F&N Dairies, Faber Medi-serve, Festo Malaysia, Fresenius Medical, Fuji Xerox
GAB, Genting Group, Gleneagles Hospital, Glenmarie Properties, GRAB, Grand-Flo Berhad, Great Eastern Life Assurance
Hap Seng Group, Hei-Tech Padu, Heidelberg, Henry Butcher, Hewlett Packard, Hilton Hotels, Honda Malaysia, Hong Leong Bank, Huayang
IBM, IBBM, ICI Paints, iCimb, iMoney, Indiana University, USA, Indah Water Konsortium (IWK), ING, Inter-Touch, Intel, IOI Properties, iPerintis, IT-365, DHL IT
Jebsen & Jessen, Johnson Controls, Juristech
KBU, Kementerian Kesihatan Malaysia (KKM/MOH), KIBB, Khazanah Nasional, Kirby Company, USA, KWAP, KWSP
L'oreal, Lafarge, LB Aluminum, Lenovo, Lexus Malaysia, LHDN, Lion Petroleum Products
MAA, Malaysian Oxygen (MOX), ManU Life, Mary Kay, Masterskill, Maxis, Maybank Group, Mazda, MDEC, Mercedes Benz, Merck, Mesiniaga, Microsoft, Microsoft Malaysia, Mines Marketing, Mitsui OSK Lines, Mitsui Soko, MMC-Gamuda, Monarch, Mondelez, MSIG, MYOB Asia
Nestle Malaysia, Nike Malaysia, Nokia Asia Pacific, NTT Docomo, Nu Skin
OCBC, Orisoft System
Paradise Resorts, ParkRoyal Hotels, PayPal, Petronas, Pfizer, Pharmaniaga, Phillips, Polyplastics, POS Malaysia, Prometric, Proton Edar, Prudential, PSDC, Public Mutual
RHB, Real Rewards, Reckitt Benckiser, ResMed, Ricoh, Royal Selangor
Samling, Samsung, SCAN Associates, SCICOM, SCOPE International, Shangri-La Hotels & Resorts, Shell, Siemens, Silverlake, SNE Marketing, SONOCO, Sony Malaysia, Southern Bank Berhad (SBB), SP Setia, SRG, Standard Chartered Bank (SCB), STAR Publications, Stem Life Malaysia, Sudong, Sunway Group, Super Pages, Suruhanjaya Syarikat Malaysia (SSM), Swiss-Garden, SYABAS
Takaful Malaysia, Taylor's Education Group, Teledirect, Telekom Malaysia (TM), TGV Cinemas, Time dotcom, TNB, TNT, Tokio Marine, Touch n Go, Toyota Capital, TYCO
UEM-Sunrise, UMMC, Uni of Oklahoma, UMW Toyota, UOB, UOB Centre of Excellence
VADS, Vale, Vsource
Watsons
Yamaha Motors, Yeo Hiap Seng (M)
Zenith Media, Zuellig Pharma

Over 25 years of training, Ken's passion for developing people has provided him with the privilege of accumulating the following experience.

35,268	Number of People Trained
1,381	Number of Training Sessions Run
900	Number of In-house Training Sessions
337	Number of Public Workshop Sessions Run

15 COUNTRIES

693 CX WORKSHOPS & SPEAKING ENGAGEMENTS

TEAM PERFORMANCE ENGAGEMENTS **199**

SALES WORKSHOPS & ENGAGEMENTS **202**

Data as of January 2025

Since 2006, ATCEN has been working with Western Kentucky University, *Division of Extended Learning and Outreach (DELO). This collaboration of industry experts and academics resulted in* *Malaysia's 1st home grown series of Certified Programs for Contact Centre.*

ATCEN is Asia's leading people development company. Since 2003, we have been conducting business training, business events and business advisory for professionals and businesses worldwide. ATCEN is 5-Star Training Provider registered with HRD Corp and also the collaborative partner with John C. Maxwell trainers in Malaysia.

www.atcen.com

Western Kentucky University (WKU) has its roots in 1875. Today, this Top Rank State University located at Bowling Green, Kentucky, USA is home to over 22,000 students from all over the world. WKU offers over 79 Academic Majors and 84 Academic Minors Undergraduate Courses.

www.wku.edu

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OUR CLIENTS

AB Mauri	DKSH Malaysia	Luno	ResMed
ACSON Malaysia	Duopharma	Lexus	RHB Bank
AEON Credit	E.H. Utara Holdings	llaollao	RHB Insurance
Affin Holdings	Eastern Pacific Industrial Corporation	Maclean Services	RIA IME
Agensi Kaunseling & Pengurusan Kredit (AKPK)	Edaran Otomobil Nasional	Mah Sing Group	Ricoh
Agro Bank	Edaran Tan Chong Motor	Majlis Amanah Rakyat (MARA)	Robert Bosch
AHAM Asset Management	ELK Desa	Malakoff Utilities	Royal Selangor Marketing
AIA Group	ELKEN	Malaysia Airlines	Samsung Malaysia
Air Asia	Entegris	Malaysia Airports	Sanofi-Aventis
Airfoil Services	Envo BPO	Malaysian Life Reinsurance	Sarawak Energy
Air Liquide	Eppendorf	Malaysian Rubber Council	Sarawak Information Systems (SAINS)
Air Selangor	Etiqa Insurance	Malaysian Resources Corporation	Sarawak Metro
Ajinomoto	EXACT Malaysia	Mandarin Oriental Kuala Lumpur	Schlumberger
Al-Futtaim	Exxon Mobil Corporation	Manpower Staffing Services	Seagate
Al Rajhi Bank	F&N Dairies (Malaysia)	Manulife	Securiforce Logistics
Alam Flora	Felda Group	Mary Kay	Securities Industry Development Corporation
Alliance Bank	Fibertex Personal Care	Mass Rapid Transit Corporation	SEGi College
Allianz	FireFly	Maxis	Senheng Electric (KL)
Amanah Raya	FoodPanda Malaysia	Maybank Group	Shangri-La Hotels
Amanah Saham Nasional (ASNB)	Fuji Xerox Malaysia	Mazars	Shell
AmBank	Fujitsu Telecommunications	MBSB Bank	Siemens Group
Amcorp	Gamuda	MCIS	Silverlake
AmGeneral Insurance	GCH Retail	MCMC	Sime Darby
Amway	General Electric	Measat Broadcast Network Systems	SME Bank
Apex Dental	Generali Insurance Malaysia	Media Prima	SME Corp
ASTRO	Gene Martino	Mercedez-Benz Malaysia	Sony EMCS
Atomy	Genting Malaysia	Merchantrade Asia	Sonoco Products
Auto Bavaria	Gleneagles Kuala Lumpur	Mesiniaga	SP Setia
Averis	Golden Screen Cinema	MIDA	SRG Asia Pacific
AXA Group	GRAB Malaysia	Microsoft	Standard Chartered Bank
B Braun Medical Industries	Grand-Flo	MIDF Property	Star Publication
Bacteria Free Water Filter	Grand Millennium Hotel	MIMOS	StemLife
Baker Hughes Malaysia	Great Eastern	MISC	Success Electronics
Bangkok Bank	Gucci (Malaysia)	MIT Insurance Brokers	Sudong (Singtel)
Bank Islam	GuocoLand	Mitsubishi Motors	Sumitomo Mitsui Banking Corporation
Bank Rakyat	Habib Jewels	MMC Corporation	Sunpower Malaysia Manufacturing
Bank Muamalat	Hai-O Enterprise	MNRB Holdings	Sunway Group
Bank Negara Malaysia	Halal Industry Development Corporation	Monash University	Suruhanjaya Syarikat Malaysia (SSM)
Bank of China	HAVI Logistics	Mr. D.I.Y	SWIFT Support Services Malaysia
Bank of Maldives	HealthMetrics	MSIG Insurance	Symphony BPO
Bank Simpanan Nasional	Heineken Malaysia	Mydin Mohamed Holdings	Takaful Ikhlas
BASF Petronas Chemicals	HeiTech Padu	MYOB Asia	Taylor's University
Bausch & Lomb	HELP University College	NAIM	Telecontinent
BBDO Asia	Hilti Asia IT Services	Nanyang Press	Tele-Flow
BD Agriculture	Hitachi eBworx	Naza TTDI	Telekom Malaysia
Berjaya Sompo Insurance	Honda Malaysia	NEC Corporations of Malaysia	TGV Cinemas
Bermaz Motor Trading	Honeywell	Nestle Products	The Food Purveyor
BigPay	Hong Leong Group	Nike Sales Malaysia	The Hilton Group
Blackhem	Hospital Pusrawi	Nirvana	The New Straits Times Press
BMW Group	HSBC Bank	Nistrans	TIME dotcom
Bonuslink	Hua Yang	Nokia	TMC Care
Boustead	Huawei Technologies	Northport	TNB
Bridgestone	IBM Malaysia	NS BlueScope	TNT Worldwide Express
British Council	IBPO Group	OCBC Bank	Tokio Marine Insurans
Brother International	iFast Service Centre	OMRON Malaysia	Top Glove
Bursa Malaysia	IJM Corporation	Pacific Mutual Fund	Toshiba
ByteDance (TikTok)	IKEA Malaysia	Panasonic	Touch 'n Go
Canon Marketing	Infineon Technologies	PayNet	Tourism Malaysia
Carlsberg	Inokom Corporation	PayPal	Toyota
CCM Pharmaceuticals	Institut Jantung Negara	Pembangunan Sumber Manusia (PSMB)	Toyota Capital
Celcom	Intel Malaysia	Penang Port	Toyota Tsusho
Cement Industries of Malaysia (CIMA)	International Medical University	Penang Skills Development Center (PSDC)	Toyo Tyre
Cerebos	International School of Kuala Lumpur (ISKL)	Perkeso	U Mobile
Chin Hin Group	INTI College	Pernec	UEM Group
Chuan Huat Resources	IOI Group Corporation	Perodua	UITM
Chubb Insurance	IPG Mediabrands	Petronas	UKM Group
CIDB	Iskandar Investment	Pfizer	UMW Group
Cigna International Health Services	Jobstreet Malaysia	Pharmaniaga	United Overseas Bank (UOB)
CIMB Bank	Johnson Controls	PHHP Marketing	UOA Group
Cisco Systems Malaysia	Johor Corporation	PLUS	VADS
Citibank Malaysia	Johor Port	Pokka Ace	Vale Malaysia
ClubMed	Jotun Paints	Polyplastic	ViewPoint Research Corporation
Columbia Asia	Juristech	Pos Malaysia	Volvo Malaysia
Continental Tyre PJ Malaysia	KDU College	PPG Coatings	Wasco Berhad
Credit Guarantee Corporation	Kementerian Kesihatan Malaysia	Prasarana	Waterco
CTOS Data System	Kementerian Pelajaran Malaysia	Primer Kenrich	Watsons Personal Care Store
Cuckoo	Kenanga Investment Bank	Prince Court Medical Centre	Weir Minerals
Cycle & Carriage	Kerry Ingredients	Prokhas	Western Digital
Daikin Refrigeration Malaysia	Khazanah Nasional	Prometric Technology	Wilmar
Danone Dumex	KLK Oleo Group	ProMinent Fluid Controls	WISE Payments
DayThree	KPJ Healthcare	ProtectHealth Corporation	Worldline
Dagang Net Technologies	KPMG Malaysia	Proton Holdings	X-FAB Sarawak
Decathlon Malaysia	Kumpulan Wang Persaraan (KWAP)	Prudential	Yeo Hiap Seng (Yeo's)
Dell Asia Pacific	Kumpulan Wang Simpanan Pekerja (KWSP)	PTPTN	YTL Corporation
Dhiraaghu Maldives	Kuwait Finance House	Public Bank	Zakat Selangor
DHL Group	Lee Kum Kee	QES Group	Zenith Media
Digi	Lembaga Hasil Dalam Negeri (LHDN)	QSR Brands	Zuellig Pharma
DRB-Hicom	Lembaga Tabung Angkatan Tentera (LTAT)	Reckitt Benckiser	Zurich Insurance

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