

PUBLIC WORKSHOP

CERTIFIED CONTACT CENTRE TEAM LEADER (CCCTL)

Duration: 3 Days



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our Social Media



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Contact Centre
Association of Malaysia



www.atcen.edu4u.today

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.



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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



Workshop Outline / Agenda

Day 1

9:00am – 1:00pm

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

2:00pm – 5:00pm

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

Day 2

9:00am – 1:00pm

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

2:00pm – 5:00pm

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

Workshop Outline / Agenda

Day 3

9:00am – 5:00pm

Module 5a: 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 5b: 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

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)**



Certification is dependent on the following:

- Full Class Attendance
- Assessment comprising of 50 Multiple Choice Questions (100%)
- Passing score is **80 percent or higher**.

Companies that have attended "Certified Contact Centre Team Leader" since 2010 and more

ADT Services (M) Sdn Bhd
Agensi Kaunseling & Pengurusan Kredit (AKPK)
AIA Shared Services Sdn Bhd
Air Selangor
Alcatel-Lucent Malaysia Sdn Bhd
Alliance Bank Berhad
Alliance Financial Group
Allianz General Insurance
Amanah Saham Nasional Berhad
AmLIFE Insurance Berhad
ASTRO
Bank Islam
Bank Negara Malaysia
Bank Rakyat
BMW Credit (Malaysia) Sdn Bhd
Boustead Petroleum Marketing Sdn Bhd
Bridge ICD Sdn Bhd
Cigna International Health Service Sdn Bhd
Commerce Access Sdn Bhd
CSC Malaysia
Dagang Net Technologies Sdn Bhd
Digicert Sdn Bhd
e2 Power Sdn Bhd

Eastpring Investments Berhad
Epson Malaysia Sdn Bhd
Etika Insurance & Takaful
Etika Takaful Berhad
Felda Prodata System Sdn Bhd
FlyFirefly Sdn Bhd
GITN Sdn Bhd
Global Support Centre Malaysia (Qnet)
Globeoss Sdn Bhd
Grand-Flo Spritvest Sdn Bhd
GSC Sdn Bhd
Hewlett-Packard (HP)
Hilti Asia IT Services Sdn Bhd
iCimb (Malaysia) Sdn Bhd
IKEA Damansara/IKANO
Indah Water Konsortium Sdn Bhd
Intel Microelectronics (M) Sdn Bhd
iPerintis Sdn Bhd
Itelligence Outsourcing MSC Sdn Bhd
Jebsen & Jebsen
Kumpulan Wang Persaraan (KWAP)
Kumpulan Wang Simpanan Pekerja (KWSP)
Malakoff Utilities Sdn Bhd

Measat Broadcast Network Systems
Merchantrade Asia Sdn Bhd
NEC Corporation of Malaysia Sdn Bhd
OCBC Bank (M) Bhd
OffGamers Sdn Bhd
Pacnet Global (M) Sdn Bhd
Perbadanan Bekalan Air Pulau Pinang
Permodalan Nasional Berhad (PNB)
Pos Malaysia Bhd
Prometric Technology Sdn Bhd
Proton Edar Sdn Bhd
Scopetel Sdn Bhd
Sime Darby
SME Bank
Standard Chartered Bank (M) Sdn Bhd
Tenaga Nasional Berhad (TNB)
The Royal Bank of Scotland Berhad
Touch N Go
Travel Guard
TT dotCom Sdn Bhd
U Mobile Sdn Bhd
United Overseas Bank (M) 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
(February 2019)**

212

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

Accolades

- Actively participate in World Contact Centre Judging (2020 & 2022)
- Customer Experience Summit (CCAM) – 2018
- Contact Centre World Conference/Award (Kota Kinabalu) – 2016
- Won the Gold at Contact Centre World (Regional Level) & Global Level 2016 - Best Contact Centre Large
- Runner-Up at Contact Centre World (Regional Level) 2016 – Best Recruitment Campaign
- Won the Gold Award at the 16th National Customer Experience Industry Award 2015 for Recruitment & On boarding process
- COPC Certified Coordinator (2015)
- Won 3rd placing for Most Creative Cost Centre – 2013 for the Contact Centre Association Malaysia



Work Experience

- MEASAT Broadcast (ASTRO), Asst Vice President, Head of Call Centre Operations. 2011 – 2015 [400 staff]
- VADS Berhad (Call Centre, BPO Services), Senior Manager Operations (Reporting to Director of Operations). 2005 – 2011 [310 - 500 staff]
- HSBC Electronic Data Processing Malaysia, Operations Manager. 2003 – 2005 [58 staff]
- Scicom Sdn Bhd, Team Manager (Reporting to Head of Call Centre – Nokia Project). 2000 – 2003 [120 staff]
- Indah Water Konsortium Sdn Bhd, Senior Customer Executive (Reporting to Customer Service Manager). 1998 – 1999
- American Express Malaysia, Team Leader & Customer Service Trainer (Reporting to Customer Service Head) 1989 – 1998

Edna Pereira is a highly experienced professional with 30 years of experience in the contact centre/service industry. She possesses in-depth knowledge of managing both in-house and outsourced contact centers, sourcing and recruitment, employee engagement and people development, training for new hire and existing agents, resource optimization, planning and budget management, as well as facility management.

Edna has a track record of transforming inbound contact centers to revenue-generating centers, implementing short-term initiatives to improve quality of service, productivity, and efficiency, as well as developing e-learning modules, improving recruitment quality, achieving high employee engagement scores, cost savings on employment agency, resource optimization, and cost reduction.

Edna is a strong leader with excellent communication skills and the ability to constantly adapt and forward plans as circumstances change for the client and her advisory solutions are well-thought out, providing detailed implementation to achieve clients' objectives.



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



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

OUR CLIENTS

AB Mauri	DKSH Malaysia	Luno	ResMed
ACSON Malaysia	Duopharma	Lexus	RHB Bank
AEON Credit	E.H. Utara Holdings	Ilaollao	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	Etiga 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	Mercedes-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 Sampo 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

CAPACITY BUILDING

ATCEN provides hands-on capacity building services that assist companies in developing and optimizing their business processes. Our Capacity Building services are divided into three main categories: Organizational Strategy Enhancement, Enterprise Customer Experience and Contact & Customer Interaction Centre. By supporting you on these three categories and their intersection, we can help your company develop your organization's growth and capacity.

Amanah Raya Berhad

(Malaysia's premier trustee company wholly owned by the Government of Malaysia)
Service mindset and Delivery transformation for branches and Contact Centre.

Bank of China

Developed the service behaviours for front line staff in Malaysia and trained BOC Trainers from China on implementation.

Digi Telecommunications

(Mobile service provider in Malaysia)
Service Mindset and Transformation for Front Line and Contact Centre branding. Assist in the development of the SME Business Sales Division.

DHL Express

Process improvement and training development of Customer Interaction Centre.

Employees Provident Fund (KWSP)

(Malaysia's and one of the world's oldest provident funds)
Part of KWSP Transformation Implementation. Managed the People and Mindset Segments of the Project. Been involved since 2010 and ongoing.

interTouch

Improving the CX experience and Contact Centre process for global operations.

Maybank

(Malaysia's largest financial services group and the leading banking group in South East Asia)
Setting up of Maybank Group Contact Centre with Hewlett Packard as the Project Leader.

Bank Rakyat

Consulting, Training and Auditing their new Contact Centre setup.

CIMB

(Leading ASEAN universal bank and one of the region's foremost corporate advisors)
Front Line and Contact Centre transformation and roll out Regionally. This was delivered during CIMB group restructuring in 2006-2007.

Dell

Regional trainer for their global customer initiative

Etika

(Leading insurance and takaful business in ASEAN. It is part of the Malaysian banking group, Maybank)
Supported the re-branding of Maybank Ageas to ETIKA. Involved in Value and CX immersion of Branches and Contact Centre.

Hong Leong Bank

(Major public listed banking group in Malaysia)
Developed and Trained the Touch CX Spirit in HLB. Involved in numerous CX initiatives across several divisions and overall trained nearly 80% of their total staff-force.

Maxis

(Leading communications service provider in Malaysia)
Upskill and Develop the SME Division employees and partners. Includes digitalisation education of the various platforms as Maxis becomes a technology company. Been involved since 2016 and ongoing.

SP Setia Berhad

Developing and enhancing the CX and interaction process in HQ and Branches.

**For more info and
Registration Form,
please contact:**

**03-7728 2623 or
e-mail to:
info@atcen.com**