

PUBLIC WORKSHOP

Certified Customer Experience Management Practitioner (CCXMP)

Duration: 4 Days



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www.atcen.edu4u.today

Workshop Description

The era of engaged organisations in connecting to customers is here. As a result, organisations are compelled to establish a sturdy Customer Experience Management (CXM) framework to enable intimate customer engagement in all business areas and critical competitive differentiators.

Customer Experience (CX) has been around for over 15 years but is still considered a fancy name for Customer Service. However, CX has profound ramifications for organisations both laterally and vertically. CX is required today as an approach to which businesses leap above competitors and propel them to the highest echelons of industries and reap benefits that influence the bottom line. CX can only be made possible by ensuring every part of the organisation is customer-centric- Systems, Process, Environment and People.

This Certification educates the candidates to a robust CXM Framework, breaks down its components for direct application into organisations, and generates momentum to implement and manage the brand experience.

Practical application of the CXM Framework through the three sectors of:

- Framework Alignment
- Tactical Customer Experience Integration
- Framework Implementation



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Who Should Attend

- Head of CX
- CX Team
- Brand ambassadors
- Company service professionals



Workshop Learning Objectives

This Certification educates the candidates to drive the existing CXM Framework tactically and break down its components for direct application into Organisations with the objective of "ENCOURAGE THE WILL."

Practical application of the CXM Framework through the three sectors of:

1. Framework Alignment
2. Tactical Customer Experience Integration – "Encourage the Will"
3. Project Implementation

Workshop Learning Outcomes

- Better understand the existing Service Culture Blueprint Coverage within the Organization.
- Apply guidelines to ensure effective customer experience strategy and management.
- Understand how to implement customer experience in every aspect of the organisation effectively.
- Strategise to align the whole organisation to deliver a seamless customer experience by inculcating customer-centric behaviour.
- Learn ways to drive CX personnel to embrace a Service Culture making the customer experience a sustainable focus.
- Improve Competency Development based on the Service framework.

Among the competencies addressed are components of:

- Deliver excellent customer service
- Critical problem solving
- Effective communications
- Accountability & Commitment
- Project Management
- Collaborative Ways of Working
- Creative and Progressive Thinking
- Change Management



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Workshop Outline / Agenda

Day 1: Introduction to Customer Experience

9:00am – 10:30am

- The Evolution of Customer Experience
- Differences Between Customer Experience, Customer Relationship Management (CRM) and Customer Service
- Customer Experience Roles – Senior Management, Marketing, Human Resources, Operations, Sales, Research & Development, IT.

10:45am – 1:00pm

Module 1: Service Mindset Change

- Why Service Culture Change?
- Opportunities and Threats – Global and Social Trends in CX Expectations
- Data and Findings Results

2:00pm – 3:30pm

Module 2: The Dweck Mindset Change Theory to Create Will

- Growth Mindset vs Fixed Mindset
 - Activity: "If I ..." Mindset Readjustment
 - "If I don't serve customers well, then I will"
 - "I would rather serve customers well than"
 - "When I serve customers well"

3:45pm – 5:00pm

Module 3: Individual Commitment

- Service Behaviours
- Stop, Start, Continue
- Measurements and Tracking

Day 2: Customer Experience Framework

9:00am – 1:00pm

Module 4: CX to SC Framework Alignment

- Aligning Service Culture Elements to Existing CX Framework
- Customer Experience Lifecycle Assessment – Mapping the Customer Experience Lifecycle Over All Channels of Interaction with Customers with Service Culture Mindset Injection
- Customer Intimacy – Understand customer needs, perceived value and emotional value in Service Culture Behaviours
- Aligning Operations – Assessing customer-centric processes and SLAs (Intra, Inter and External) to Encourage Service Culture Behaviours
- Exercise on CX Organization Mapping: Derive an organisational CX to SC canvass template for tactical usage.

2:00pm – 5:00pm

Module 5: Service Culture Behaviours Throughout the Customer Journey Cycle

- The CX Interaction Cycle - Pre-sales, Beginning, After Sales, Continuous Relationship.
- Interaction Channels Breakdown
 - Point of Sales
 - Products
 - Facilities
 - Contact Center
 - Customer Service
 - Service Center
 - Business Partners
 - Social Media
 - Branding
 - Advertising
 - Website/ Blog
- Channel CX performance enablers
 - KPIs
 - Feedback actions
 - Business decision support

Workshop Outline / Agenda

Day 3: Insights and Behaviours

9:00am – 1:00pm

Module 6: Customer Insights Initiatives

- Feedback Mechanisms – Customer Satisfaction Surveys, Benchmarking, Net Promoter Score (NPS)
- Feedback Collection Interval Strategy
- Integrating Voice of Customer (VOC)
- Implementation Steps for Success and Sustainability
- Development of Service Culture Initiatives within the Individual Customer Experience Management Framework and Implementation Strategy

2:00pm – 5:00pm

Module 6a: 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 7: John P. Kotter's 8-Step Culture Change Model

1. Urgency – Creates a sense of urgency
2. Organise – Form an influential group of individuals to drive the plan collaboratively
3. Vision – Create an alignment of vision to synchronise the initiatives
4. Communication – Disseminating and consistent communicating
5. Empower – To delegate and spread the ownership of the change within the Organization
6. POW! – Quick win initiatives and programs
7. Sustain – Sustaining and maintaining changes to ensure constant practice
8. Stick – Institutionalise changes into SOP and KPIs

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

Day 4: The CX Plan

9:00am – 5:00pm

Module 8: CDEF Project Management Methodology

- Conceive
- Develop
- Execute
- Finish

Certification Section 1: Written Assessment Project Teams and Role Identification

- *Certification candidates will be assessed and tasked to design and build a Project Plan, display participation and contribution through the assignment of areas of implementation.

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



Certification is dependent on the following:

- 90% attendance
- 50 MCQ Questions (80% pass point)
- Project Plan Completion & Approval
 - a) Participation in team Project Plan development
 - b) Assignment of role in Project Plan

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 Consortium (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, Polylastics, 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.



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



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	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	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**