

PUBLIC WORKSHOP

THE 8 CRITICAL SKILLS OF A SUCCESSFUL MANAGER

Duration: 2 Days

Follow us on
our Social Media



Contact us

info@atcen.com

+603-77282623

+6018-233 0760



www.atcen.edu4u.today

Workshop Description

What's the difference between a manager and a great manager? To be a great manager, there are eight critical skills that must be mastered. In any management books, one of the main points emphasized is managing task and processes are easy. It is managing people that is tough.

This workshop provides proven solutions, workable tools and management skills to develop the critical skills to become a successful manager. By learning to direct delegate, empower, motivate & develop their staff, the manager will lead their team greater to success.



Workshop Learning Objectives

- Understand the roles of management;
- Appreciate the 8 key management skills of a manager;
- Learn to set the goals and performance indicators in the organization;
- Understand and know how to interview and select for the right person;
- Delegate the right job to the right person;
- Learn to empower our subordinates to achieve success;
- Manage conflict with the staff;
- Learn to performance managed your staff;
- Continuously develop the people for the organization's benefit.

Who Should Attend

- Senior Managers
- Managers
- Team Leaders
- Senior Executives



Workshop Outline / Agenda

Day 1

9am - 10:30am

Introduction

- Leading, Managing and Developing People Today
- The Leadership Pipeline and the Competencies for each Stage
- The 8 Critical Skills of a Manager

PERSONAL FOCUS

Skill 1: Direction and Results

- The Corporate Direction to Derived Departmental Strategies.
- Setting Realistic Objective, Goals and Targets
- Communication of the Direction to Staff and Expected Result
- Reality versus Perception

Activity: Corporate Strategies

10:45am - 1pm

Skill 2: Focus on the Important

- The KSAM of A Knowledge Worker
- The Need to Learn, Unlearn and Relearn
- The Accountable Manager- You ultimately make the decisions

Activity: What I need to Unlearn?

2pm - 3:30pm

Skill 3: 100% Communicating

- Communicate and Be the Manager
- The Development of Management EQ to
- The Need for Open Communication

Activity : Communicate Your Being to Others

3:45pm - 5pm

TEAM FOCUS

Skill 4: Engagement Always

- Transactional to Transformational Communication
- The 5 Dimensions of Trust
- The Power of Expectation Setting vs Instructions

Activity: Supportive Communication Exercise

[Watch Video to learn more:

<https://bit.ly/ATCENTrust>]

Day 2

9am - 10:30am

Skill 5: Give Them the Opportunities

- The Importance of Right Job For the Right Individual at the Right Time
- Staff Success and Failures
- Giving the Power of Responsibilities – Empowerment and Delegation

Activity : The Art of Delegation

10:45am - 1pm

Skill 6: Clear Execution for Performance

- Communication of Objectives and KPI
- Telling the Subordinates the Specific Behaviors Expected
- Breaking the KPI for Ease of Understanding

Activity : Performance Communication and the Required Behavior

2pm - 3:30pm

Skill 7: Clear the Path for Them

- Within Control vs Not Controllable
- Implementing Strategies to Handle Conflict
- The CPR of Conflict Challenges

Role Play: Conflicts and More Conflicts

3:45pm - 5pm

Skill 8: Developing the People

- The Manager and Supervisor As the Role Model And Mentor
- Encouraging Continual Learning and Personal Improvement
- Training and Coaching as a Way to Move Forward

Role Play : A Development Role Play

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

Companies that have attended “The 8 Critical Skills of a Successful Manager Workshop” since 2010 and more

| | | | |
|--|--|---|---------------------------------------|
| 10Infinity | DKSH Malaysia Sdn Bhd | Kumpulan Wang Persaraan (KWP) | Sarawak Shell Berhad |
| 4D Performance | DZ Card (M) Sdn Bhd | Kumpulan Wang Simpanan Pekerja (KWSP) | Sarawak Energy Berhad |
| A M-Office Group Industries S/B | Eastern Pacific Industrial Corporation | Labuan Shipyard & Engineering | Securiforce |
| ACA Pacific Technology (M) Sdn Bhd | Electrolux | Landart Design | Securities Industry Development Corp |
| ADT Service (M) Sdn Bhd | EMA Global | Malayan Banking Berhad | Shell Business Operations Sdn Bhd |
| Affin Hwang Asset Management Berhad | Entegris | Malaysia Design Development Centre (ODEC) | Siemens Malaysia Sdn Bhd |
| Airfoil Services Sdn Bhd | Enza Zaden | Malaysian Life Reinsurance Group | Siemens Healthcare Sdn Bhd |
| Ajinomoto (M) Bhd | Etiqa Insurance & Takaful | MEASAT Broadcast Network Systems | Sime Darby Rent A Car Sdn Bhd |
| Arachem (M) Sdn Bhd | EXIM Bank | Mesiniaga Berhad | Skyworld Development Sdn Bhd |
| As-Salihin | Festo Sdn Bhd | Microlink System Sdn Bhd | SWIFT Support Services (Msia) |
| Asia Pacific Information Services | Fibertex Personal Care Sdn Bhd | MIMOS Berhad | Symphony BPO Solutions |
| Asian-Pacific Resource & Research Centre | Fullbliss Sdn Bhd | MISB Resources Sdn Bhd | Tan Chong Motor Assemblies SB |
| Atlas CSF Sdn Bhd | FlyFirefly Sdn Bhd | MISC Berhad | Taylor's University Sdn Bhd |
| Aumada Energy & Technologies | FPG Oleochemicals Sdn Bhd | Mitsubishi | Tekmark Sdn Bhd |
| B.Braun Medical Industries Sdn Bhd | GAC Cargo Systems (M) Sdn Bhd | MNRB | Tele-Paper (M) Sdn Bhd |
| B.K.B Hevea Products Sdn Bhd | Global Environment Centre | MOEM Holdings Sdn Bhd | Tele-Flow Corporation Sdn Bhd |
| Bank Indonesia (Singapore Rep. Office) | Globetronics (KL) Sdn Bhd | NEC Corporations Sdn Bhd | Tenaga Nasional Berhad (TNB) |
| Bank Negara Malaysia | Grand-Flo Spritvest Sdn Bhd | OCBC Bank | The Laryngeal Mask Company (M) |
| Bank Of China (Malaysia) Berhad | Guardian Health and Beauty | Pacific Mutual Fund Bhd | Timecost |
| Bank of Nova Scotia | Hitachi Cable PS Techno (M) | Palmamide Sdn Bhd | Times Software Sdn Bhd |
| Bank Rakyat | Honda Malaysia Sdn Bhd | Pastry Pro | Tioxide (M) Sdn Bhd |
| Bank Simpanan Nasional | HRContract First | Penang Seagate Industries | Tradewinds Bhd |
| BD Agriculture (Malaysia) Sdn Bhd | iFast Financial | Perak-Hanjoong Simen Sdn Bhd | Tyco Fire, Security & Service (M) UEM |
| BIMB Securities Sdn Bhd | IGB Corp Berhad | Perbadanan Insurans Deposit | Land Berhad |
| Boustead Penang Shipyard Sdn Bhd | Indah Water Konsortium | Pestech Sdn Bhd | U-Mobile |
| Carigali-PTTEPI Operating Company | Infoconnect Sdn Bhd | Pokka Ace (M) Sdn Bhd | UMW Corporation Sdn Bhd |
| Cigna International Health Service | Institut Jantung Negara (IJN) | Pong Codan Rubber (M) | Universiti Teknikal Mara Sdn Bhd |
| Convex Malaysia Sdn Bhd | iPerintis Sdn Bhd | Power Root Marketing Sdn Bhd | Universiti Utara Malaysia (UUM) |
| Coscolab Sdn Bhd | Isagenix (Asia Pacific) Malaysia | Prokhas Sdn Bhd | UTSB Management Sdn Bhd |
| Cosway (M) Sdn Bhd | Isatec | Prometric Technology Sdn Bhd | VADS Berhad |
| Credit Guarantee Corporation | INTEL | Prudential Services Asia | VADS Business Process |
| CREST | iTelligence Outsourcing MSC | Puncak Semangat Technology | ViewPoint Research Corporation |
| Crowne Plaza | Jimah O & M Sdn Bhd | RC Precision Engineering | Waterco |
| CustomCodes Sdn Bhd | KDU University College | Robinsons & Co | WEIR Minerals Malaysia |
| Cyberview Sdn Bhd | Kenanga Investors Berhad | | ZincAlu Casting Sdn. Bhd. |
| Danone Dumex (Malaysia) | KRA Malaysia Sdn Bhd | | |

PARTICIPANTS FEEDBACKS

“Very good and concise training.” - Senior Operation Manager, Symphony BPO Solution Sdn Bhd

“The trainer has informed us on the next step-of-action on what to do back in the office, which is good.” - Assistant Manager, Puncak Semangat Technology Sdn Bhd

“Great and very well-done workshop for junior managers. Jeremy is great and experience enough to share good real-life examples and realistic tips.” - Product Management Analyst, ADT Services (M) Sdn Bhd

“I found this training helped me in terms of managing people and also understand the business objectives and how I can apply this in real situation.” - Senior Manager, Prudential Services Asia Sdn Bhd

“Enjoyed the exercises which were interactive & thought-provoking. Also, good roleplaying to deal with conflict.” - F6 Offshore Installation Manager, Sarawak Shell Berhad

“The role-plays, group discussions and videos are useful. Good discussions & learning.” - Laboratory Manager, Weir Minerals

36th

Session Since
2010

97%

Score on Trainer's
Feedback
(Oct 2024)

345

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

Formal and Professional Education

- Chartered Global Management Account (CGMA), Associate Chartered Management Accountant (ACMA), Certified Accountant (Malaysia), CA(M)
- MSc. in Engineering Business Management (Warwick University, UK)
- Doctorate in Business Administration- ongoing (UNITAR, MY)

Certifications

- John Maxwell Certified Speaker, Coach and Trainer
- Brian Tracy Certified Trainer (Sales, Personal Mastery and Leadership)
- Certified Personal Profiler in DiSC (Thomas International)
- Certified Professional Coach (CCA and MACC)
- Certified NLP Practitioner (NPNLP)
- Certified Master Trainer (Western Kentucky University, USA)
- HRD Corp TTT Certified and Accredited Trainer (PSMB)

Working Experience

- Owner of College, Film Production House, Recruitment Agency, Event & Technology Firms.
- Worked in Accounting, External Audit, Internal Audit, IT, Vacation Ownership, Hotel, Oil Plantation, Consulting, BPO for Contact Centre and Customer Experience

Significant Achievements:

Jeremy has facilitated sessions with Senior Managers and can manage diverse personalities. He has trained and consulted over 300 companies.

- He has over 3000 days of workshop training experience.
- He has conducted 1-to-1 coaching sessions (3-6 sessions each) for over 40 business owners, senior managers and senior executives.
- Designed, developed and completed Leadership/ Management/ Supervisory/ Graduate Development Programs for CNI, ELK Desa, Etiqa, Danone Dumex, DiGi, DCH Auriga, Heitech-Padu, Heineken, Havi-Logistics, IBM, Maxis, Polyplastics, Sony Marketing, Sony EMC (PG), TM, Toyota Capital, Universiti Malaya Hospital
- Conducted 360 Leadership Evaluation for over 90 participants from 5 different companies.
- Led the CX and Digital Transformation Project in Hong Leong Bank- 7000 participants & CX Value re-designed (2013-2015).
- Co-lead multiple CX and Transformation Projects in Amanah Raya Berhad, CIMB, Bank of China, Bank Negara, Bank Rakyat, DHL Express, Etiqa, Digi, EON, Intertouch, KWSP, MGCC, TMNet
- Facilitated Strategic Planning and Business Acumen Training for multiple MNC and large SME Companies.
- Partnered Siemens to upskill their clients.
- Partnered HP to successfully brand 20 MSC status companies via MDEC in 2010
- Successfully got approval for 2 MSC status companies 2000 and 2008.
- Set up in-house Training Academy for Berhad Company 2001.
- Undertaken multiple mid-size M&A personally and for clients.
- Team Lead on joint Accenture IT Project to develop online trading system 2000.
- Project Manager for 1st worldwide ISO 9002:1994 for Vacation Ownership and Hotel Operations, completed in 18 months 1999.



Companies Jeremy has trained inhouse:

ACI Worldwide, ADT, AEON Credit, Alegion, Acer Sales and Service, Affin Hwang, Altera, Alam Flora, Alliance Bank, Al Rajhi Bank, Ajinomoto, Atos Origin, AIA, AIA Shared Services, Air Liquide, AMEX, Altera, AmBank, Amanah Raya Berhad, Antah Schindler, Asia Assistance Network, Atlas Capco, Astro AXA, Baby Kiko, Bandaraya Development, Bank Islam, Bank Rakyat, Bangkok Bank, Bank of China, Bacfree, BASF, BASF Petronas, Big Dutchman Agriculture, Blackchem, Bolton, Brand Suntory, Bursa Malaysia, Bytedance, Cambodia Brewery, Cambodian Public Bank, Canon Marketing, Carlsberg Malaysia, Celcom, Cellnet, Cerebos Asia Pacific, CCGC, Chuan Huat, CIMA(UK), Cima, CIMB Bank, CMA-CGM, Chin Hin, Comex Genesys, CNI Bhd, Continental Automotive, CSC, CTOS, Danone Dumex, Danisco, DCH Auriga, Dell, DHL Express, DHL IT, DHL Logistics, DiGi, Duopharma, Easy Call, ELK-Desa, ENVO BPO, EON, EON Bank, EPIC Group, Etiqa, EPIC-I Exxon Mobil, Fibertex, Fuji Xerox, FXM, Gamuda, Great Eastern, GE Engine, GRAB, Grand Millennium Hotel, Guinness Anchor Berhad, Havi Logistics, Healthmetrics, Heitech Padu, Hitachi, Hitachi ebwrox, Hong Leong Bank, HP, Hilti, Hwang-DBS, IBBM, IBM, ICDM, IJM Corp, IOI Corporate, Inokom, Intertouch, Inti University College, IPG Media Brands, ISATEC, Iskandar Regional Development Board, JCL Management (China), Kenanga Investment Bank Berhad, KLK Oleo, KLK Kepong, Kuwait Finance House, KWAP, KWSP, LaFarge, Lenovo, Ilaollao, LHDN, MAA, Maxis, Maybank, Maybank Life, Maybank General Assurance, Mazars, MBF Cards, MCIS, MMC Corporation, MMC-Gamuda JV MRT, MDEC, Merck, Mesiniaga, MLRe, Monarch, MSIG, MYOB, NIAM, Nike, Nirvana, Nistrans Logistic, Nokia, North-West, Nu Skin, OCBC, OSK Securities, UOB Bank, Pantai Hospital, Palm Oleo, Perodua, Pharmaniaga, Philips, Petronas, PLUS, Prestech, Prometric, Prominent, Protank, PSDC, Public Bank, Puswari Hospital, Quinetics Rangkainan Segar, Resource Entity, Resmed, RHB Bank, RHB Insurance, Sapura Crest, Scomi, Sony EMC, Sony Marketing, Shell Trading, Shell (Miri), Siemens, Siemens Healthcare, Sipco, SIRIM, Sliverlake, SME Corp, Spices and Seasoning, SP Setia, SRG, Standard Chartered, STAR CNC Penang, Sudong, Sunway, Sunway Medical, SWIFT, Takaful Ikhlas, The Food Purveyor, The STAR, Telekom Malaysia, Telekom Sales and Service, Tanco Berhad, TM Touch, TM Net, TNT Worldwide Express, Tenaga Nasional Berhad, Tokio-Marine, TimeDotcom, Top Glove, Toshiba, Toyota Capital, U-Mobile, UMW Toyota, UKM Holdings, UOB Bank, VADS, Vsource, Volvo Trucks, Vision IP, Waterco, Zenith Media, Zuellig Pharma, ZTE.



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 | 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**