

# PUBLIC WORKSHOP

## CERTIFIED OMNI-CHANNEL MANAGER (COCM)

Date : 11 – 13 March 2026

Venue : Wyndham Grand Bangsar, Kuala Lumpur



Start a conversation  
with our AI Assistant 🤖



**Contact us**

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+6018-233 0760



Contact Centre  
Association of Malaysia



www.atcen.edu4u.today

## Workshop Description

This program is for management teams handling omni-channel customer engagement. It offers a full view of Omni-Channel Customer Experience Management and the key role managers play in it.

You'll learn about the challenges of managing omni-channel operations, focusing on people, processes, and technology across different customer touchpoints. It's great for professionals who lead omni-channel teams and want to improve their skills to create smooth, customer-focused experiences.



[www.atcen.edu4u.today](http://www.atcen.edu4u.today)

## Workshop Learning Objectives

- Understand how Omni-Channel Customer Experience Management impacts business
- Master key elements for managing integrated, high-performing customer touchpoints
- Learn the basics of managing multi-channel customer engagement
- Build skills to lead omni-channel teams and use resources effectively
- Get insights on best practices and global standards in omni-channel engagement
- Understand omni-channel performance metrics and what they predict
- Find strategies to motivate and keep omni-channel teams performing well



## Who Should Attend

- Operations Managers
- Operations Support Managers
- Senior Team Leaders
- Potential Contact Centre Managers
- Contact Centre Support Department Managers



## Workshop Outline / Agenda

### Day 1

9:00am – 1:00pm

#### STRATEGY

##### Introduction on Omni-Channel Customer Experience

- Intro and evolution from Contact Centre to Omni-Channel
- Differences between Omni-Channel Experience, CRM, Customer Service
- Roles of Omni-Channel Manager across departments

##### Module 1: Executing Omni-Channel Experience Management

- Understanding customer journeys and touchpoints
- Manager's role in Customer Experience Framework
- Building strategic foundations- Aligning vision, mission, values with omni-channel goals

Activity: Create an Omni-Channel Charter

##### Module 2: Delivering Consistent Customer Relationships

- Exceeding expectations in omni-channel setups
- Creating seamless branded experiences
- Balancing service and tech touchpoints

Activity: Design differentiators for engagement

2:00pm – 5:00pm

#### PEOPLE MANAGEMENT & ENGAGEMENT

##### Module 3: Managing Turnover & Team Engagement

- Turnover dynamics in omni-channel teams
- Positive vs negative attrition
- Strategies to boost retention and engagement

Activity: Case study and strategy work

### Day 2

9:00am – 1:00pm

#### TALENT ACQUISITION & DEVELOPMENT

##### Module 4: Recruiting Agile Omni-Channel Pros

- Key competencies for omni-channel roles
- Staffing philosophies and recruitment processes
- Behavioral interviews for omni-channel skills

Activity: Recruitment grid & interview simulations

##### Module 5: Counsel, Coach, Train & Develop (CCTD)

- CCTD framework for omni-channel teams
- Coaching approaches for diverse roles
- Development plans and tracking

Activity: Role plays and scenarios

#### OPERATIONS & PERFORMANCE MANAGEMENT

##### Module 6: Using Metrics for Omni-Channel Excellence

- Omni-channel performance metrics beyond usual KPIs
- Dashboards and benchmarking

Activity: Analyze dashboards aligned to omni goals

2:00pm – 5:00pm

##### Module 7: Forecasting & Workforce Scheduling

- Multi-channel volume forecasting
- Methods adapted for omni-channel
- Creating optimized staffing schedules

## Workshop Outline / Agenda

### Day 3

9:00am – 1:00pm

#### Module 8a: AI Augmentation and Applications in Omni-Channel Management

- What AI is and how it works in omni-channel setups
- Using AI to improve customer interactions across channels
- AI for content creation and personalizing messages
- AI-driven delivery for a smooth customer experience
- Real-time audience engagement with AI

#### Module 8b: Strategic Alignment for Omni-Channel Success

- Setting realistic goals for omni-channel operations
- Making actionable plans that match business strategies
- Leading change in a performance-focused omni-channel environment

*Activity: Self-reflection and goal setting*

2:00pm – 4:00pm

#### TECHNOLOGY

#### Module 9: Omni-Channel Tools and Technology

- Overview of key tech like CRM, ACD, IVR, Chatbots, and Social Media platforms
- How data flows and channels integrate
- Exploring e-support tools like e-learning, knowledge management, and analytics

*Activity: Designing an omni-channel tech blueprint challenge*

#### 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
- 2-Part Assessment comprising of:
  - a) Part 1 - 40 Multiple Choice Question (40%)
  - b) Part 2 – 3 Subjective Questions (60%)
- Passing score is **80 percent or higher**.



**Companies that have attended “Certified Contact Centre Manager” since 2010 and more**

AIA Shared Services Sdn Bhd  
ADT Service (M) Sdn Bhd  
Agensi Kaunseling Dan Pengurusan Kredit (AKPK)  
Alcatel-Lucent Malaysia Sdn Bhd  
Averis Sdn Bhd  
Bank Islam Malaysia  
Bank Muamalat  
Bank Rakyat  
Bonuslink  
Canon Marketing (M) Sdn Bhd  
Cigna  
CL Computer (M) SB  
CSC Malaysia Sdn Bhd  
Digicert Sdn Bhd  
E-Genting Sdn Bhd  
EON Bank  
Etika Insurance & Takaful  
FCS Computer Systems Sdn Bhd  
Felda Prodata System Sdn Bhd  
FlyFirefly Sdn Bhd  
Highpoint Services Network SB  
Healthmetrics

HRD Corp  
Indah Water Konsortium  
Institut Jantung Negara  
Institut KWSP  
iPerintis Sdn Bhd  
Johnson Controls (M) Sdn Bhd  
Kompakar eRetail Sdn Bhd  
Kumpulan Wang Persaraan (Diperbadankan) (KWAP)  
Kumpulan Wang Simpanan Pekerja (KWSP)  
Manulife  
Maybank  
MEASAT Broadcast Network Systems Sdn Bhd (ASTRO)  
MSIG Insurance (Malaysia) Bhd  
OCBC Bank (M) Bhd  
Perbadanan Usahawan Nasional Berhad  
Pernec Corporation Berhad  
Petronas  
Petronas Digital  
Pharmaniaga Logistics Sdn Bhd  
Professional Advantage Sdn Bhd

Protecthealth Corporation Sdn Bhd  
Prudential Assurance Malaysia Bhd  
Prudential BSN Takaful Berhad  
ResMed  
Royal Selangor Sdn Bhd  
Seagate  
Siemens Malaysia Sdn Bhd  
SIGMA  
SIRIM Training Services Sdn Bhd  
Star Publication (M) Bhd  
Strateq Global Services Sdn Bhd  
Sudong Sdn Bhd  
Takaful Ikhlas Sdn Bhd  
Telekom Malaysia Berhad  
Tenaga Nasional Berhad (TNB)  
TGV Cinema  
TT dotCom Sdn Bhd  
U-Mobile  
United Overseas Bank (Malaysia) Bhd  
Vads Berhad  
Vision IP Services Sdn Bhd  
Watson's Personal Care

**PARTICIPANTS FEEDBACKS**

*Keep up the good work, Mr. Ken! I will see you in the next course! Thank you for your assistance. It makes me very understand and clear about whole contact centre operation. TQ! – Senior Executive, Perbadanan Usahawan Nasional Berhad*

*“It is an effective program and give very detailed insights of Contact centre especially for inbound calls and front liners of Contact centre.” – Vice President, United Overseas Bank*

*Facilitator/ Speaker is well equipped with industry experience. Interactive & easy to understand. Effective & useful insights for us to better planning for my department.” – Asst Customer Service Manager, TGV Cinema*

*“Mr. Ken has done a good job by encouraging all the participants positively. Good communication skills. More reliable on the emotional & consistency service continuously to him provided. Well done”*

*“Facilitator delivered knowledge very clear and he is very experienced.”*

*“The workshop was conducted in a very effective methodology. The workshop was fruitful & relevant to our job task. Very interesting workshop. Excellent presenter / facilitator.”*

*“Easy to understand, very interesting and interactive. Facilitator are lively”*

23rd

**Session Since  
2010**

99%

**Score on Trainer's  
Feedback  
(October 2023)**

164

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

## 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*

NAJIB ABDUL WAHAB has over 19-year experience in Contact Centre Industry servicing wide range of products and services for local, regional, and international markets.

NAJIB has a wide spectrum of experience in Contact centre management ranging from frontline customer management to backend supporting roles. This includes managing operations performance improvement, reporting and workforce functions, process enhancement, system and technology flow and design, and customer service interactions. His extensive experience allows him to understand critical requirements needed to operate, manage and maintain an efficient and high performing Contact Centre Operations. His achievements include cost savings activities, system migration exercise, and contact centre start up planning and implementation.



From March 2015 to June 2019, NAJIB WAHAB helmed the Technical Helpdesk for a national telecommunication giant as its Operations Director in managing more than 1,000 operations staff from four different sites attending to more than 500,000 transactions per month. Prior to serving that role, he was the Client Accounts Manager and Financial Analyst for the same account. His last assignment was to manage and lead a Client Accounts Management Team responsible for 27 clients with a total revenue of more than RM170 million. His clients ranges from Government Link entities to Multi-Nationals outfits for Inbound, Outbound and Digital channels, including managing his previous telecommunication accounts via its financial and governance aspects.

NAJIB WAHAB has introduced and successfully executed innovative approaches and initiatives such as group interviewing methodology for hiring strategy, data and system migration exercise, reporting approach to monitor performance, process and financial improvement exercises including realizing a “Work from Home” concept for contact centre operations.

In 2016, NAJIB WAHAB led his Operations team in earning the Silver Award for Malaysia’s Best Contact Centre Champion for above 100 seats, an annual national award program organized by Contact Centre Association of Malaysia. NAJIB himself was an award winner having won the Customer Service Professional Support Specialist Award in 2004.

Retired in 2019 from full time work, NAJIB focuses on freelance work and is involved in the Contact centre Association of Malaysia as an ordinary member. In 2020 until 2022, NAJIB was appointed as a judge to assess and evaluate entries vying for the Best Contact centre Individual and Corporate Performers in Malaysia.

During his free time, NAJIB is an avid chess Arbiter and Organizer, and was appointed as Honorary Secretary of the Malaysian Chess Federation in 2019. In 2012, he was awarded the title FIDE Arbiter by the world chess body, and in 2020 earned the title FIDE Instructor after passing the Seminar requirement held by FIDE Trainer’s Commission. NAJIB has managed various National and International chess events including the record-breaking Malaysia Books of Record of managing almost 2,000 players in a single one-day event at the 2018 Putrajaya Chess Festival.





*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](http://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](http://www.wku.edu)

## OUR CLIENTS

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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 centre (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.

# Enroll For Our *Practical English*

## READ, LISTEN, VOCABULARY & GRAMMAR

Practical English is a digital learning platform with 420 content-rich lessons designed for the working adult.

Introductory  
price of  
**RM200**/user

for Practical English (112 days  
access) with every sign up of  
ATCEN's Public Course!

## READ, LISTEN, VOCABULARY & GRAMMAR



For 112 days, using the automated competency diagnostic available on Practical English 7, each participant can learn English based on their individual ability from the 420 lessons available.

By completing self study lessons (online), participants can improve their reading, listening, vocabulary and grammar proficiency with our digital learning programs.

## Choose this Innovative Learning Program

- All Blended Learning lessons materials (online and classroom) are developed by Reallyenglish.
- Grammar: 119 lessons, Listening: 150 lessons, Reading: 151 lessons. Total 420 lessons.
- Practical English adaptive algorithms customises learning for each learner.
- Continuous assessment in each lesson to measure learner progress.
- Weekly coaching email to motivate.
- Seamless user experience from desktops to mobile devices.
- Easy to determine ROI with completion of lessons that are graded.

**Step 1:** Complete Grammar, Reading & Listening diagnostic test.

**Step 2:** From the diagnostic test, the learning system algorithm recommends lessons based on competency level.

**Step 3:** Start your lessons for 17 weeks (112 days), with 420 graded lessons available.

**Step 4:** Complete 70 lessons in 112 days and print the Certificate of Completion.





## Participant 1

Name: (Mr/Ms) \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No: \_\_\_\_\_

IC No: \_\_\_\_\_  
(for HRD Corp grant and examination purpose, if any)

## Participant 2

Name: (Mr/Ms) \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No: \_\_\_\_\_

IC No: \_\_\_\_\_  
(for HRD Corp grant and examination purpose, if any)

## Participant 3

Name: (Mr/Ms) \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No: \_\_\_\_\_

IC No: \_\_\_\_\_  
(for HRD Corp grant and examination purpose, if any)

## Human Resource / Approving Manager

Name: (Mr/Ms) \_\_\_\_\_

Email Address: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Authorize Signature: \_\_\_\_\_

## Workshop Investment

Please choose your option by ✓ the box below

Classroom Face-to-face (F2F)		
	RM4,700 per pax	RM12,700 for 3 pax
<div> <div>EARLY BIRD SPECIAL</div> <div> <b>Early Bird Discount!</b>            Get 15% off for registration before 1<sup>st</sup> February 2026         </div> </div>		
	RM3,995 per pax	

F2F + Practical English eLearning (+RM200/pax) (more info on page Practical English)		
	RM4,900 per pax	RM13,300 for 3 pax

## HRD Corp Claimable Course

(Inclusive of all training materials, lunches and tea breaks, examination fees if any, HRD Corp 4% Service Fee and 8% SST)

## To register, complete this form:

- Email form back to sender's email address/ info@atcen.com
- WhatsApp this form to +6018-233-0760

## By Direct Transfer:

Account Name: ATCEN Sdn Bhd  
Bank: Public Bank Berhad  
Acc No: 3130460034

## By Credit Card via PayPal:

(4.2% PayPal transaction fees is applicable)

Job Title: \_\_\_\_\_

Contact No: \_\_\_\_\_

Fax: \_\_\_\_\_

Invoice Attention To / Finance Email: \_\_\_\_\_

Are you using your company's HRD Corp Levy for this training?

☐ Yes ☐ No

Company Chop:

## 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.

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### For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date:

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