

PUBLIC WORKSHOP

CERTIFIED OMNI-CHANNEL MANAGER (COCM)

Duration : 3 Days



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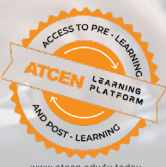
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Contact Centre
Association of Malaysia



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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.



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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 8: Strategic Alignment for Omni-Channel Success

- Setting realistic and measurable omni-channel performance goals
- Aligning omni-channel strategy with business, brand and CX objectives
- Translating customer journey insights into operational priorities
- Leading change in data-driven and performance-focused omni-channel environments
- Governance considerations for technology and AI adoption
- Managing people, process and technology alignment in omni-channel operations

Activity: Self-reflection and goal setting

2:00pm – 4:00pm

TECHNOLOGY

Module 9: Omni-Channel Tools and Technology

- Overview of omni-channel technology ecosystems: CRM, ACD, IVR, chatbots, social media and digital platforms
- How customer data flows across integrated channels to support seamless experiences
- Leveraging Generative AI to enhance content creation, response quality and customer engagement
- The rise of Agentic AI in omni-channel environments and its role in task automation, decision support and workflow orchestration
- Integrating AI into existing system tools to improve productivity, consistency and CX outcomes
- Using AI-enabled analytics, knowledge management and e-support tools for real-time insights and continuous improvement
- Risks, limitations and responsible use of AI in omni-channel operations

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
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EON Bank
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Healthmetrics

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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



Companies Ken Ng has trained inhouse:

A&W Malaysia, ABS, Ace Synergy, ADT Service, AEON Credit, Affin Bank, AIA, AIA Shared Services, AIG, Air Selangor, Alliance Bank, Alphamatic, AmAssurance, AmBank, American Express, AmGinsurance, Amanah Raya Berhad, Astro, Asia Assistance Network (AAN), ASTRO, ATOS Services, Aviva, AXA Affinity, BCG, Bank Islam, Bank Negara Malaysia (BNM), Bank of China, Bank of Maldives, Bank Rakyat, Dutchman, Big Pay, Bell, BMW, Boehringer Ingelheim, Bosch, Boustead, BSN, Canon Malaysia, Carlsberg Malaysia, CCAM, Celcom, Celcom Axiata, Century Battery, Century Logistics, Cerebos, Chevron Malaysia, CIMB, CIMB Group, Citibank Malaysia, City Express, Club 21, Club Med, CNI, Colgate Palmolive, CommerceDotCom, Crowne Plaza Hotels, CSC Malaysia, Cuckoo, Da Ma Ca, DagangNet, Danone, Dumex, Day Three, Dell Asia Pacific, Dhiraaq (Maldives), DHL Express, DiGi, DST (Brunei), E-Genting Berhad, Easy Call, EON, EON Bank, Etika Insurance, Exxon Mobil, F-Secure, F&N Dairies, Faber, Festo Malaysia, Fresenius Medical, Fuji Xerox, GAB, Genting Group, Gleneagles Hospital, Glenmarie Properties, GRAB, Great Eastern Life Assurance, Hap Seng Group, Heidelberg, Henkel, Hewlett Packard, Hilton Hotels, Honda Malaysia, Hong Leong Bank, IBM, IBBM, ICI Paints, iMoney, Indiana University, USA, Indah Water Consortium (IWK), ING, InterTouch, Intel, IOI Properties, Ipsos, JBS & Jessen, Johnson Controls, Juristech, KBU, Kementerian Kesihatan Malaysia (KKM/MK), KIBB, Khazanah Nasional, Kirby Company, USA, KWAP, KWSP, L'oreal, Lafarge, LB Aluminum, Lenovo, Lexus Malaysia, LHDN, Lion Petroleum Products, MAA, Malaysian Oxygen (MOX), M&A, Mary Kay, Masterskill Maxis, Maybank Group, Mazda, MDEC, Mercedes Benz, Merck, Mesiniaga, Microsoft, Microsoft Malaysia, Mines Marketing, Mitsui OSK Lines, Mitsui Soko, Monarch, Mondelez, MSIG, MYOB Asia, Nestle Malaysia, Nike Malaysia, Nokia Asia Pacific, NTT Docomo, Nu Skin, OCBC, Orisoft System, Paradise Resort, Park Royal Hotels, PayPal, Petronas, Pfizer, Pharmacia, Philips, Pos, POS Malaysia, Prometric, 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, Sony Malaysia, Southern Bank Berhad (SBB), SSetia, SRG, Standard Chartered Bank (SCB), Stem Publications, Stem Life Malaysia, Sundong, Sunway Group, Super Pages, Suruhanjaya Syarikat Malaysia (SSM), Swiss Garden, SYABAS, Takaful Malaysia, Taylor's Education Group, Teledirect Telekom Malaysia (TM), TGV Cinema, 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, Val&source, Watsons, Yamaha Motors, Yiddiap Seng (M), Zenith Media, Zuellig Pharma

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 trade shows. 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 cybercafe 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, Sales and Marketing Manager for the Kirby Company USA and many more.



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 backends 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 range from Government Link entities to Multi-National 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 Operation 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 Malaysia 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 with 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 a 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.

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Amway	General Electric	Measat Broadcast Network Systems	SME Bank
Apex Dental	Generali Insurance Malaysia	Media Prima	SME Corp
ASTRO	Gene Martino	MercedesBenz Malaysia	Sony EMCS
Atomy	Genting Malaysia	MerchantradeAsia	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	GrandFlo	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	HaiO 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	HeiTechPadu	MYOB Asia	Taylor's University
Bausch & Lomb	HELP University College	NAIM	Telecontinent
BBDO Asia	Hilti Asia IT Services	Nanyang Press	TeleFlow
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
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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)	ToyoTyre
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	Kenangan Investment Bank	Prince Court Medical Centre	Weir Minerals
Cycle & Carriage	Kerry Ingredients	Prokhas	Western Digital
Daikin Refrigeration Malaysia	Khazanah Nasional	Prometric Technology	Wilmar
DanoneDumex	KLK Oleo Group	ProMinent Fluid Controls	WISE Payments
DayThree	KPJ Healthcare	Protect Health Corporation	Worldline
DagangNet Technologies	KPMG Malaysia	Proton Holdings	X-FAB Sarawak
Decathlon Malaysia	Kumpulan Wang Persaraan (KWP)	Prudential	YeoHiap Seng (Yeo's)
Dell Asia Pacific	Kumpulan Wang Simpanan Pekerja (KWSP)	PTPTN	YTL Corporation
Dhiraaghi 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
DRBHicom	Lembaga Tabung Angkatan Tentera (LTAT)	Reckitt Benckiser	Zurich Insurance



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

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

For Office Use Only

Corporate Sales Consultant:

Invoice Number:

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