

PUBLIC WORKSHOP

CERTIFIED OMNI-CHANNEL TEAM LEADER (COCTL)

Duration : 3 Days



Start a conversation
with our AI Assistant 



Contact us

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Contact Centre
Association of Malaysia
www.atcen.edu4u.today



Workshop Description

The Certified Omni-channel Team Leader (COCTL) program is for middle managers leading omni-channel customer teams. These leaders connect operations, management, and frontline agents across various customer channels.

New Team Leaders, often promoted from individual roles, might find managing omni-channel teams tricky because of different channels and fast-changing tech. This program helps them build leadership skills to turn stress into strong team performance.

Part of the ATCEN Customer Experience Management Series, COCTL offers practical advice on leading omni-channel teams day-to-day, focusing on building loyal and motivated teams and understanding the customer experience from a big-picture view.

Workshop Learning Objectives

- Know the role of an Omni-Channel Team Leader
- Learn key leadership skills for multi-channel environments
- Develop strategic thinking for omni-channel customer journeys
- Build leadership skills to manage diverse teams- Improve communication for cross-channel team management
- Get better at performance management in omni-channel settings
- Learn how to handle conflicts and disciplinary issues
- Boost team morale to improve customer engagement



Who Should Attend

- Senior Contact Center Agents
- Team Leaders
- Team Managers



Workshop Outline / Agenda

Day 1

9:00am – 1:00pm

Introduction

- How customer service evolved into omni-channel customer experience
- Differences between customer experience, CRM, omni-channel engagement, and customer service

Module 1: Dynamic Omni-Channel Team Leadership

- Leadership vs management in an omni-channel setting
- Hersey and Blanchard's Situational Leadership Methods in an omni-channel team leader
- Applying Situational Leadership in the Omni-Channel Environment
- Team leader's role in managing omni-channel customer experience

2:00pm – 5:00pm

Module 2: Developing Strategic Thinking Skills

- Balancing analytical and creative thinking in omni-channel
- Daily omni-channel operations and SLAs
- Prioritizing tasks across customer touchpoints-
Balancing strategy and operations to improve performance

Day 2

9:00am – 1:00pm

Module 3: Building Staff Relations

- Supportive leadership for high-performing omni-channel teams
- Mentoring and coaching for multi-channel roles
- Recognition and rewards in omni-channel settings
- Communicating to manage and improve poor performance

2:00pm – 5:00pm

Module 4: Enhancing Communication Skills

- Promoting positive reinforcement across channels
- Influential verbal and non-verbal communication
- Understanding diverse team members

Module 5: Recognizing General Signs of Mental Distress/Disorder

- Recognizing emotional distress using Critical Observations & Reaction Methods
- Understanding Common behavior changes and how it affects the environment
- Safe Conversations, Intervention and Support



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Workshop Outline / Agenda

Day 3

9:00am – 1:00pm

Module 6: AI-Enabled Performance Leadership in Omni-Channel Operations

- Leveraging AI to enhance omni-channel leadership effectiveness and decision-making
- Applying AI tools to boost individual and team productivity across channels
- Using AI for content creation, service delivery and real-time audience engagement
- Integrating AI insights to monitor performance trends and behavioural patterns
- Managing conflicts in omni-channel teams using data-informed and human-centred approaches
- Addressing performance gaps by focusing on behaviours, standards and outcomes
- Applying fair and effective disciplinary actions in complex omni-channel environments
- Delivering constructive, evidence-based performance feedback to drive improvement

2:00pm – 5:00pm

Module 7: Making Teams Work with Empowerment

- Stages of high-performing omni-channel teams
- Motivating your team with shared purpose
- Managing Gen Y and Z teams
- Creating a team happiness plan tailored for omni-channel

Review and Examination

Training Methodology

The training methodology will be based on the **ATCEN PEAK** methodology.

This includes:

- Pre learning & Post learning
- Group activities / Exercises
- Discussions
- Presentations
- Lots of reflection and sharing

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



Certification is dependent on the following:

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



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

ADT Services (M) Sdn Bhd	Eastspring Investments Berhad	Measat Broadcast Network Systems
Agensi Kaunseling & Pengurusan Kredit (AKPK)	Epson Malaysia Sdn Bhd	Merchantrade Asia Sdn Bhd
AIA Shared Services Sdn Bhd	Etiqa Insurance & Takaful	NEC Corporation of Malaysia Sdn Bhd
Air Selangor	Etiqa Takaful Berhad	OCBC Bank (M) Bhd
Alcatel-Lucent Malaysia Sdn Bhd	Felda Prodata System Sdn Bhd	OffGamers Sdn Bhd
Alliance Bank Berhad	FlyFirefly Sdn Bhd	Pacnet Global (M) Sdn Bhd
Alliance Financial Group	GITN Sdn Bhd	Perbadanan Bekalan Air Pulau Pinang
Allianz General Insurance	Global Support Centre Malaysia (Qnet)	Permodalan Nasional Berhad (PNB)
Amanah Saham Nasional Berhad	Globeoss Sdn Bhd	Pos Malaysia Bhd
AmLIFE Insurance Berhad	Grand-Flo Spritvest Sdn Bhd	Prometric Technology Sdn Bhd
ASTRO	GSC Sdn Bhd	Proton Edar Sdn Bhd
Bank Islam	Hewlet-Packard (HP)	Scopetel Sdn Bhd
Bank Negara Malaysia	Hilti Asia IT Services Sdn Bhd	Sime Darby
Bank Rakyat	iCIMB (Malaysia) Sdn Bhd	SME Bank
BMW Credit (Malaysia) Sdn Bhd	IKEA Damansara/IKANO	Standard Chartered Bank (M) Sdn Bhd
Boustead Petroleum Marketing Sdn Bhd	Indah Water Konsortium Sdn Bhd	Tenaga Nasional Berhad (TNB)
Bridge ICD Sdn Bhd	Intel Microelectronics (M) Sdn Bhd	The Royal Bank of Scotland Berhad
Cigna International Health Service Sdn Bhd	iPerintis Sdn Bhd	Touch N Go
Commerce Access Sdn Bhd	Itelligence Outsourcing MSC Sdn Bhd	Travel Guard
CSC Malaysia	Jebsen & Jebsen	TT dotCom Sdn Bhd
Dagang Net Technologies Sdn Bhd	Kumpulan Wang Persaraan (KWAP)	U Mobile Sdn Bhd
Digicert Sdn Bhd	Kumpulan Wang Simpanan Pekerja (KWSP)	United Overseas Bank (M) Bhd
e2 Power Sdn Bhd	Malakoff Utilities Sdn Bhd	VADS
		Valeserve Malaysia

PARTICIPANTS FEEDBACKS

“It is good and fun too” – Senior Associate, Amanah Saham Nasional Berhad

“I really enjoyed the program, would really like more TL trainings like this that will help me in my TL role, eg- strategizing and leadership managing.” - Customer Contact Center Team Leader, IKANO (IKEA)

“This training program is very effective and have clearer picture of the role as a team leader”

“This course really benefits us as a TL. All modules covered have actually been applied in my work area.”

“This program provide more info in my career development”

“Clearly understand the training. Glad to join this program as I managed to learn how to develop internal skills to be a good leader. Will try to implement all the theories that being learn during the training periods. Bravo ATCEN!”

“Either team leader or newly promoted team leader should attend this workshop to improve on their leadership skills. It is really useful and I'm going to apply what I learned in class to my daily tasks in call center”

22nd

Session Since
2010

93%

Score on Trainer's
Feedback
(February 2019)

234

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 (CRM & 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, 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 CareLine 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.

Companies Ken Ng has trained inhouse:
 A&W Malaysia, ABS, Ace Synergy, ADT Service, AEON Credit, Affin Bank, AIA, AIA Shared Service, AIG, Air Selangor, Alliance Bank, Alphamatic, Alphamatic Sys, AmAssurance, AmBank, American Express, AmG Insurance, Amanah Raya Berhad, Malaysia, AON Malaysia, 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, Belk, B&M, BMW, Boehringer Ingelheim, Bosch, Boustead, BSN, BSN Malaysia, Canon Malaysia, Carlsberg Malaysia, CCAM, Celcom, Celcom Axia, Century Battery, Century Logistics, Cerebos, Chevron Malaysia, CIMB Avantgarde, CIMB Group, Citibank Malaysia, City Express, Club 21, Club Med, CNI, Colgate Palmolive, CommerceDotCom, Crowne Plaza Hotels, CSC Malaysia, Cuckoo, Da Ma Ca, DagangNet, Danon, Dumex, DayThree, Dell Asia Pacific, Dhiraagu (Maldives), DHL Express, DiGi DST (Brunei), E-Genting Berhad, Easy Call, EON, EON Bank, Etiqua Insurance, Exxon Mobil, F-Secure, F&N Dairies, Faber, Festo Malaysia, Fresenius Medical, Fuji Xerox, GAB, Genting Group, Gleneagles Hospital, Glenmarie Properties, GRAB, Grand Berhad, Great Eastern Life Assurance, Hap Seng Group, HeTech Padu, Heidelberg, Henkel, Hewlett Packard, Hilton Hotels, Honda Malaysia, Hong Leong Bank, IBM, IBBM, ICI Paints, iMoney, Indiana University, USA, Indah Water, iSoftBank, iWorl, ING, InterTouch, Intel, IOI Properties, iPrintit, iT 365, DHL IT, Jebsen & Jessen, Johnson Controls, Juratech KBU, Kementerian Kesihatan Malaysia (KKM/MOHS), KIBB, Khazanah Nasional, Kirby Company, USA, KWAP, KWSP, L'oreal, Lafarge, LB Aluminum, Lenovo, Lexus Malaysia, LHDN, Lion Petroleum Products MAA, Malaysian Oxygen (MOX), Manulife, Mary Kay, Masterskill Maxis, Maybank Group, Mazda, MDEC, Mercedes Benz, Merck, Mesiniaga, Microsoft, Microsoft Malaysia, Mines Marketing, Mitsui OSK Lines, Mitsui Soko, MNC, Monada, Monarch, Mondelez, MSIG, MYOB Asia, Nestle Malaysia, Nike Malaysia, Nokia Asia Pacific, NTT Docomo, Nu Skin, OCBC, Orisof System, Paradise Resorts, Park Royal Hotels, PayPal, Petronas, Pfizer, Parmaniaga, Philips, Polyplastics, POS Malaysia, Prometric, Proton, Prudential, PSDC, Public Mutual, RHB, Real Rewards, Reckitt Benckiser, ResMed, Ricoh, Royal Selangor, Samling, Samsung, SCAN Associates, SCICOM, SCOPES International, Shatari Hotels & Resorts, Shell, Siemens, Silverlake, SNE Marketing, SONY, Sony Malaysia, Southern Bank Berhad (SBB), ST, Setia, SRG, Standard Chartered Bank (SCB), ST Publications, Stem Life Malaysia, Sudong, Sunway Group, Super Pages, Suruhanjaya Syarikat Mala (SSM), SwiGarden, SYABAS, Takaful Malaysia, Taylor's Education Group, Teledirect Telekom Malaysia (TM), TGV Cinemas, Time dotcom, TNB, TNT, Tokio Marine, Touch n' Toyota Capital, TYCO, UEM-Sunrise, UMMC, Uni of Oklahoma, UMW Toyota, UOB, UOB Centre of Excellence, VADS, Valde/source, Watsons, Yamaha Motors, YediapSeng (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 with industry experts and academics resulted in Malaysia's 1st home grown series of Certified Programs for Contact Centres.

**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 HRDCorp 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	Ilaoillao	RHB Insurance
Affin Holdings	Eastern Pacific Industrial Corporation	Maclean Services	RIA IME
Agenzia Kaunseling & Pengurusan Kredit (AKPK)	Edaran Otomobil Nasional	Mah Sing Group	Ricoh
AgroBank	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	Etika 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	SEGCollege
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
AmGeneralInsurance	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	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	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	HeiTectPadu	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 Sompo 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 Mediabrand	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	Juritech	Pos Malaysia	Volvo Malaysia
Continental Tyre PJ Malaysia	KDU College	PPG Coatings	Wasco Berhad
Credit Guarantee Corporation	Kementerian Kesihatan Malaysia	Prasarana	Watco
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
DagangNet 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)	Public Bank	YTL Corporation
Dhiraagh Maldives	Kuwait Finance House	QES Group	Zakat Selangor
DHL Group	Lee Kum Kee	QSR Brands	Zenith Media
Digi	Lembaga Hasil Dalam Negeri (LHDN)	Reckitt Benckiser	Zuellig Pharma
DRB Hicom	Lembaga Tabung Angkatan Tentera (LTAT)		Zurich Insurance

For more info and
Registration Form,
please contact:

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or

e-mail to:
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For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date:



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