


# PUBLIC WORKSHOP

## CERTIFIED OMNI-CHANNEL TEAM LEADER (COTL)

Venue : Wyndham Grand Bangsar, Kuala Lumpur



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.



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



## 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

## 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**.

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

ADT Services (M) Sdn Bhd  
Agensi Kaunseling & Pengurusan Kredit (AKPK)  
AIA Shared Services Sdn Bhd  
Air Selangor  
Alcatel-Lucent Malaysia Sdn Bhd  
Alliance Bank Berhad  
Alliance Financial Group  
Allianz General Insurance  
Amanah Saham Nasional Berhad  
AmLIFE Insurance Berhad  
ASTRO  
Bank Islam  
Bank Negara Malaysia  
Bank Rakyat  
BMW Credit (Malaysia) Sdn Bhd  
Boustead Petroleum Marketing Sdn Bhd  
Bridge ICD Sdn Bhd  
Cigna International Health Service Sdn Bhd  
Commerce Access Sdn Bhd  
CSC Malaysia  
Dagang Net Technologies Sdn Bhd  
Digicert Sdn Bhd  
e2 Power Sdn Bhd

Eastpring Investments Berhad  
Epson Malaysia Sdn Bhd  
Etiqa Insurance & Takaful  
Etiqa Takaful Berhad  
Felda Prodata System Sdn Bhd  
FlyFirefly Sdn Bhd  
GITN Sdn Bhd  
Global Support Centre Malaysia (Qnet)  
Globeoss Sdn Bhd  
Grand-Flo Spritvest Sdn Bhd  
GSC Sdn Bhd  
Hewlett-Packard (HP)  
Hilti Asia IT Services Sdn Bhd  
iCIMB (Malaysia) Sdn Bhd  
IKEA Damansara/IKANO  
Indah Water Konsortium Sdn Bhd  
Intel Microelectronics (M) Sdn Bhd  
iPerintis Sdn Bhd  
Itelligence Outsourcing MSC Sdn Bhd  
Jebsen & Jebsen  
Kumpulan Wang Persaraan (KWAP)  
Kumpulan Wang Simpanan Pekerja (KWSP)  
Malakoff Utilities Sdn Bhd

Measat Broadcast Network Systems  
Merchantrade Asia Sdn Bhd  
NEC Corporation of Malaysia Sdn Bhd  
OCBC Bank (M) Bhd  
OffGamers Sdn Bhd  
Pacnet Global (M) Sdn Bhd  
Perbadanan Bekalan Air Pulau Pinang  
Permodalan Nasional Berhad (PNB)  
Pos Malaysia Bhd  
Prometric Technology Sdn Bhd  
Proton Edar Sdn Bhd  
Scopetel Sdn Bhd  
Sime Darby  
SME Bank  
Standard Chartered Bank (M) Sdn Bhd  
Tenaga Nasional Berhad (TNB)  
The Royal Bank of Scotland Berhad  
Touch N Go  
Travel Guard  
TT dotCom Sdn Bhd  
U Mobile Sdn Bhd  
United Overseas Bank (M) 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”*



**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 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 Konsortium (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 Aluminium, Lenovo, Lexus Malaysia, LHDN, Lion Petroleum Products  
 MAA, Malaysian Oxygen (MOX), Manulife Malaysia, 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

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.



Over 25 years of training, Ken's passion for developing people has provided him with the privilege of accumulating the following experience.



*Data as of January 2025*

*Since 2006, ATCEN has been working with Western Kentucky University, Division of Extended Learning and Outreach (DELO). This collaboration of industry experts and academics resulted in Malaysia's 1st home grown series of Certified Programs for Contact Centre.*



**ATCEN**



**ATCEN** is Asia's leading people development company. Since 2003, we have been conducting business training, business events and business advisory for professionals and businesses worldwide. ATCEN is 5-Star Training Provider registered with HRD Corp and also the collaborative partner with John C. Maxwell trainers in Malaysia.

**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.atcen.com](http://www.atcen.com)

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

## OUR CLIENTS

|  |   |   |   |
|--|---|---|---|
| AB Mauri                                     | DKSH Malaysia                               | Luno                                    | ResMed                                      |
| ACSON Malaysia                               | Duopharma                                   | Lexus                                   | RHB Bank                                    |
| AEON Credit                                  | E.H. Utara Holdings                         | llaolao                                 | 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                                      | MCS                                     | 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

### **Etiqa**

*(Leading insurance and takaful business in ASEAN. It is part of the Malaysian banking group, Maybank)*  
Supported the re-branding of Maybank Ageas to ETIQA. 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.

