

ATCEN is the People Development Expert. We provide Consulting, Education and Outsourcing expertise to our clients and assist them in achieving their corporate objectives. Established in 2003, ATCEN is the largest corporate people development company in Malaysia.

Our Services

Consulting

ATCEN offers consulting services in 3 specific core areas

- People Development and Management
- Strategic Brand Management
- Contact Center Operations

Education

ATCEN Corporate Training caters to many clientele in various industries and topics.

We offer public workshops and in-house trainings in the areas of:

- Contact Center
- Sales & Business Development
- Communication, Presentation & Writing
- Safety and Standards
- Supply Chain Management
- Customer Service
- Management Development
- Human Capital Development
- Clerical Development
- Quality Management

Outsourcing

ATCEN offers our expertise to our clients in the following areas

- Training Business Process Outsourcing
- Contact Center Operations

Registration and Accreditation



Pembangunan Sumber Manusia Berhad
Registered Class A Training Provider



Ministry of Finance
Registered training,
course/seminar and education
management service provider



Customer Relationship Management
and Contact Center Association of
Malaysia (CRM & CCAM)
Accredited by CRM & CCAM



Institut Bank-Bank Malaysia
(IBBM)
Recognized training provider



Malaysian Association of
Professional Speakers
Trainers are accredited



International Federation of
Professional Speakers
Trainers are accredited
International Professional Speakers



Western Kentucky University
Local Partner of WKU in Malaysia
offering their Programs



The 3rd Asia Pacific Super
Excellent Brand
Winner of the Service Excellence Award

Corporate Training

ATCEN Academy serves as the corporate training academy for ATCEN. Below are the in-house training workshops we offer which can be customized to your needs.

Customer Service

Frontline

- Customer Service Mindset & Attitude
- Telephone Etiquette
- Creating the WOW Customer Experience
- Managing Difficult Customers & Service Recovery Essentials
- Certified Customer Service Professional (CCSP)

Management/Operation

- Managing the Branded Customer Experience
- Customer Service Coaching

Contact Center

Frontline

- Contact Center Inbound Tele-Service
- Persuasive Tele-Collection Skills
- Certified Contact Center Professional (CCCP)
- Certified Help Desk Professional (CHDP)

Management/Operation

- Contact Center Awareness
- Contact Center Coaching
- Service Level Agreement Management
- Developing a Contact Center Quality Monitoring Program
- Certified Contact Center Team Leader (CCCTL)
- Certified Contact Center Manager (CCCM)

Sales & Business Development

Essential Level

- The Sales Champion Mindset & Attitude
- Customer Focused Selling
- Retail Sales & Service
- Outbound Tele-marketing & Cold Calling

Advance Level

- High Performance Selling & Powerful Closing Techniques
- Handling Sales Objections & Negotiation Skills
- High Impact Sales Presentation Skills
- Up-Selling & Cross-Selling
- Relationship Marketing
- Key Account Management & Selling to Senior Management
- Certified Sales Professional (CSP)

Management/ Operation

- High Performance Sales Force Management
- Sales Coaching & Motivation
- Strategic Marketing Management
- Successful Tele-Sales Management

Clerical Development

- Effective Administration and Office Management Skills
- General Office Skills for Clerical and Administration Staff
- Administration and Clerical Skills
- Financial Competence and Clerical Skills for Clerks

Human Capital Development

- Positive Work Attitude
- Emotional Intelligence (EQ) for Workplace Effectiveness
- Training Needs Analysis & Evaluation
- Train the Trainer – Experiential Learning Facilitation
- Certified Trainer Program

Management Development

Management Development

- Young Executive Leadership
- Effective Supervisory Skills
- Executive to Manager – The Transition
- The 8 Critical Skills of A Manager
- Assertiveness & Conflict Management Skills

Leadership

- Leadership 21
- Action Leadership
- Strategic Leadership Communication

Business Management

- Strategic Planning
- Strategic Thinking and Mind Mapping
- Change Management
- Performance Management for Results – Balanced Scorecard
- Coaching for High Performance
- Project Management
- Behavioural Interviewing Skills
- Finance for Non-Finance Managers
- HR for Non-HR Managers
- Creativity & Problem Solving @ Work
- Media Interviewing Skills

Communication, Presentation & Writing

Communication

- Effective Communication Skills
- English Communication Skills
- Business Mandarin Speaking Skills
- Customer Service English
- Accent Neutralization for Contact Centers

Presentation

- Professional Image and Grooming Skills
- Powerful Presentation Skills
- Public Presentation Skills

Writing Skills

- Business Writing Skills
- Technical Report Writing

Corporate Training

Quality Management

- 5S Best Practices
- 7QC Tools and Effective QCC in Productivity
- New 7QC Tools
- Effective Cost Reduction Measures and Maintenance Techniques
- Lean Manufacturing (Basic / Intermediate/ Advance)
- SIX SIGMA (White / Green / Black Belt)
- Total Quality Management
- Zero Defect Through Poka Yoke

Supply Chain Management

- Dimensions of Supply Chain Management
- Effective Warehouse and Inventory Management Techniques
- Effective Total Logistics Management
- Global Import and Export Procedures and Strategies
- Managing Shipping Documentation and Procedures using Incoterms
- Strategic Purchasing & Procurement Cost Reduction

Safety and Standards

Safety

- Occupational First Aid and CPR
- Effective Safety and Health Management and Auditing
- EMS Internal Audit
- Hazard Identification, Risk Assessment and Controls

Standard

- Professional Project Manager (Certification)
- ISO 9001 Lead Assessor Course (Certification)
- ISO 14001 Awareness Program
- ISO 17025 Introduction
- ISO 17025 Documentation and Implementation
- ISO 17025 Internal Quality Auditing
- Measurement and Calibration Systems
- Measurement Uncertainty
- ISO 17025 Lead Assessor Course (Certification)

Training Methodology

ATCEN Training Methodology follows a branded interactive learning approach known as P.E.A.K. From the initial training design to its delivery, ATCEN Training is centered on 4 essential concepts of being People Oriented, Edutainment in its facilitator approach, Action learning principles using leading edge Knowledge in content. PEAK ensures participant learning is maximized, knowledge is applied and ultimately the achievement of PEAK effectiveness and performance for the organization.

Testimonials from Our Clients

"It was an exciting and eye-opening workshop." – **DiGi Telecommunications Sdn Bhd**

"Well done, exceeded my expectations." – **Tenaga Nasional Berhad**

"I found the workshop highly enjoyable, entertaining and informative!"
– **Manpower Staffing Services Sdn Bhd**

"I should be the one to say thank you for sharing your knowledge and experiences with us. " – **AmAssurance Berhad**

"Good session. I have a better understanding on how I should proceed as a new manager. Very good advice on handling difficult staff." – **Mesiniaga Berhad**

"Job Well done, looking forward to attending other workshops conducted by ATCEN."
– **Bank Islam**

"It was definitely a good experience and a lot to learn from ATCEN."
– **Great Eastern Life Insurance Berhad**

"Excellent Job! Keep up the good work!" – **Bank Negara Malaysia**

"Very good facilitator! You make me know more ourselves and our customer."
– **Dell Asia Pacific Sdn Bhd**

"I enjoyed it very much. Excellent course and facilitator." – **MIDF**

Our Clients

Banking & Financial Services

Bank Negara . CIMB . Malayan Bank . AmBank Group . Bank Islam Malaysia . Standard Chartered Bank . Asian Finance Bank . Bank Kerjasama Rakyat . Citibank . RHB . OCBC Bank . Alliance Bank . Affin Bank . Affin Investment Bank . Amanah Raya . American Express . AEON Credit Service . Bank Muamalat . BSN . ECM Libra Investment . EON . HSBC . Hong Leong Bank . Kuwait Finance House . MBF Cards . SME Bank . Agrobank . Kenanga Investment . Bursa Malaysia

Telecommunication

Celcom . DiGi . EasyCall . Jebsen & Jessen Communications . Maxis . REDtone Telecommunications . TM . TMNet . TIME dotCom . Telekom Sales & Services . Jaring . Dialog Telekom Limited

Technology

Dell . Hewlett-Packard . iPerintis . IBM . Mesiniaga . HeiTech Padu . Dagang Net Technologies . MEPS . Microsoft . Scan Associates . Silverlake . Shell Information Technology International (SITI) . Huawei Technologies . Alphamatic Systems . Amadeus GDS . Axon Solutions . Cisco Systems . Comex Genesys . Entellium Technologies . Highpoint Service Network . Johnson Controls . MYOB Asia . NEC Corporation . NuSuara . Opus International . Patimas . Datacom South East Asia . Siemens Healthcare Diagnostics . ITApps . Gapurna Technologies . IBS Technology . Festo . Business Information Technology . Paradigm Systems . Sarawak Information Systems . N2N Connect . Maxfame Technologies . Fujitsu

Government-Linked Companies

KWSP . Khazanah Nasional . LHDN . MIDF . KTMB . PSMB . Perbadanan Bekalan Air Pulau Pinang . Touch 'n Go . SSM . Syabas . Tenaga Nasional . MOHR . MOH . NCIA . Halal Industry Development Corporation , Jabatan Pendaftaran Negara . MATRADE . SIRIM . Credit Guarantee Corporation

Insurance

AIA . Etiqa Insurance & Takaful . Allianz Life Insurance . AXA Affin General Insurance . Am Insurance . AmLife Insurance . TM Asia Life . Prudential Assurance . ING Insurance . Commerce Life . Commerce Assurance . Great Eastern . Kurnia Insurance . Mayban General Assurance . MAA Assurance . Mayban Life Assurance . Prudential Services Asia . RHB Insurance . Tokio Marine Insurans (M) . Uni.Asia . Prudential BSN Takaful . Hong Leong Assurance

BPO Contact Centers

VADS . SRG Asia Pacific . iCIMB . IT-365 Malaysia . Scope International . Symphony . Atos Origin Services . CSC Malaysia . SnT Global Services . Call Biz . e-Genting . Sudong . Telebiz , Vision IP Services . Prometric Technology

Oil & Gas

Shell Trading . BP . Petronas . ExxonMobil . Chiyoda Malaysia . SapuraCrest Petroleum . Scomi Group

Properties

IOI Group Corporation . IJM Corporation . Sunrise . S P Setia . TSI Holdings . UEM Group . Carey Real Estate

Retail & Consumer Goods

Nike . Gucci . Canon Marketing . Royal Selangor . Cerebos . L'oreal . IKEA . Baby Kiko . Courts Mammoth . Dumex Malaysia . F&N Coca-Cola . F&N Dairies . Watsons Personal Care Stores . King's Confectionery . Bristol-Myer Squibb . Revenue Valley . Tohtonku . Sunway Pyramid . FujiXerox . Hitachi . Nokia . Philips . Epson . Sony . LG Electronics . Panasonic

Logistics

DHL . Pos Malaysia . Air Asia . TNT Worldwide Express . Pharmaniaga Logistics . UPS . Hanjin Shipping Line . Malaysia Airlines

Others

Asian NDK Cystal . Asia Assistance Network . Bridgestone . CNI Enterprise . CCM Pharmaceuticals . Cititel Mid Valley . Crowne Plaza Mutiara Kuala Lumpur . Shangri-La Hotels Marketing . Dunham-Bush Sales & Services . DKSH Malaysia . Edaran Otomobil Nasional . Edaran Tan Chong Motor . Fournier . Fresenius Medical Care Malaysia . Guinness Anchor . General Electric . Genting Information Knowledge Enterprise . Gleneagles Hospital (KL) . Heidelberg . Hilton Group . Honda Malaysia . Lafarge . Media Harta . Manpower . NCI Cancer Hospital . O'Connor's Engineering . Proton Edar . Resort World . Reliance Shipping & Travel Agencies . Robert Bosch . Sime Darby . Spices & Seasonings Specialities . Star Publication . SCA Hygiene Malaysia . Tyco Fire Security & Services . Teknik Janakuasa . EIG . The New Straits Times Press (M) . Island Hospital (Penang) . Astro

and many more.

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