



Certified Contact Center Manager Program

Date: 10th – 12th March 2010

Organized By: **ATCEN**SM ACADEMY

Venue: JW Marriott Hotel Kuala Lumpur

Workshop Description

Developed for contact center management teams, this is a comprehensive program that provides exceptional insights into the challenges of day-to-day contact center operations management focusing on People, Process and Technology.

The Contact Center Manager must possess leadership and operational skills in order to manage an efficient contact center. The operational skills would include goal setting, staffing, training & development and performance metrics. The Contact Center Manager must also be familiar with the entire customer escalation process and diffusing volatile customer situations. This operations manager must demonstrate both tactical competence and strategic awareness in regards to servicing their company's customer capital. This includes long range planning, working with marketing on forecasting and setting a vision for the contact center operation that is in line with the company mission.

Workshop Objectives

- To execute effective Contact Center Management operations through an improved understanding of key elements required for high performance;
- To understand the fundamentals of a high energy Contact Center environment;
- To develop competency in a Contact Center Manager with the knowledge and skills to manage and maximize internal resources;
- To gain knowledge on current world-class benchmark practices;
- To develop a deep understanding of performance metrics and how to predict it's effects;
- To provide morale and performance boosters for the contact center management team.

Who Should Attend?

Heads of Contact Centers, Heads of Customer Service, Heads of Services/Customer Support, Team Leaders, Operations Managers.



The Asia Entrepreneur Alliance Worldwide awarded the **3rd Asia Pacific Super Excellent Brand Award - Service Excellence** to ATCEN Sdn Bhd in January 2008.

Certified Contact Center Manager Program

Module 1: Positioning Your Contact Center in the Experience Economy

- Understanding the Importance and Role of a Contact Center
- Assessing Your Contact Center Performance & Essential Requirements of a Contact Center Setup
- Strategic Positioning of a Contact Center in an Organizational Structure

Module 2: Understanding Customer Relationship Management

- Exceeding Customer Delight – The Way Forward
- Creating the Branded Customer Experience
- Service Products vs. Manufactured Products – Key Differences / Key Similarities

Module 3: Controlling Turnover in Your Contact Center

- Understanding the High Turnover Phenomenon
- Defining the Turnover Challenge – Positive and Negative Attrition
- Effective Measures to Manage Turnover Rate

Module 4: Recruiting the Right Professionals for Your Contact Center

- The Importance and Key Elements In Recruiting The Right Professional for Your Contact Center
- Identifying Your Staffing Philosophy and Procedures
- Identifying Agent Competencies and Developing Behavioral Interviewing Skills

Module 5: Counsel, Coach, Train and Develop (CCTD) The Contact Center Professional

- What is CCTD and How it Works in a Contact Center
- The CCTD Approaches for Various Types of Contact Center Professionals
- The Practice of Continuous and Consistent CCTD

Module 6: Transforming Contact Center Metrics to Your Advantage

- Understanding Contact Center Numbers for Performance
- The 5 Key Rules of Measurement Techniques
- Identifying Your Contact Center's Key Performance Indexes
- Performance Analysis Tool
- Determining Metrics Indicators
- Performance Dashboard Metrics
- Benchmarking Your Service Level
- Ownership of Measurements

Module 7: Call Forecasting and Staff Scheduling

- Understanding Inbound Call Volume Characteristics
- Forecasting Methods – Time Series Forecasting and Explanatory
- Forecasting
- Staff Schedule Development – How Many Agents?
- Developing and Implementing an Effective Roster
- Developing the Key Components of a Successful Action Plan

Module 8: Aligning Contact Center and Personal Strategic Focus

- Setting Realistic Objective, Goals and Targets
- Developing the Key Components of a Successful Action Plan
- Managing Change in a Performance Focused Contact Center

Module 9: Contact Center Tools and Technology

- Understanding ACD, IVR and CRM Technology
- The Purpose and Impact of ACD, IVR and CRM Technology
- Various Types of e-Support Tools: e-learning & knowledge management

Certification



Certificate of completion jointly awarded by
Western Kentucky University (USA) and **ATCEN (Malaysia)**

The CCCM program consists of 2 parts:

- Class Attendance (22 contact hours)
- A 2-Part 2 hour examination paper comprising of:
 - Part 1 - 40 Objective questions (40%)
 - Part 2 - 3 Subjective questions (60%)

An examination score of **84 percent or higher** must be achieved in order to obtain certification.

The **Training Methodology** will be based on the ATCEN PEAK methodology. This will include:

- High Impact Short Lectures
- Lively Activities and Exercises
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Refreshment
1300 – 1400	Lunch
1530 – 1545	Afternoon Refreshment
1700	End of Workshop

The above Chronology applicable for Day 1 till Day 3

Addition:
Day 3 1700 – 1900 Certification Examination

Facilitator Profile



Ken Ng
Principal Consultant
ATCEN Sdn Bhd

Ken serves as Principal Consultant for ATCEN Sdn Bhd - a leading regional service provider in customer interaction management consulting, education & outsourcing services. He is a Certified Professional Speaker and Certified Support Manager from Service Support Professional Association, America and holds a BSc in Marketing and Organizational Communication. 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 the "Sifu" to his peers, colleagues, partners and customers.

With more than 18 years of both strategic and operational sales and customer interaction experience, Ken is an author of numerous articles distributed internationally and has conducted in-depth research and studies on sales, marketing, contact centers and the customer experience in Asia Pacific. He is a much sought after speaker and has been highly involved in providing strategic directions for the Asian sales, marketing and customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. He was recently appointed by Customer relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of notable judges in the highly recognized CRM & CCAM awards for the Telesales and Outbound categories.

His expertise has led to consulting and performance enhancement engagements at Multi-national Companies, Large Local Conglomerates and Government Link Companies regionally, where he focuses on the mission critical aspects of sales, marketing and customer interaction Strategic Sales and Service Blueprint design, Human Capital Recruitment & Development, Sales & Marketing Framework, Sales Motivation & Teamwork, Business Development, business Process Rejuvenation, Performance Management implementation and Contact Center Management.

Previous Participants Comments:

"Trainer was good. Easy to understand"

"Overall the course was concise and comprehensive enough to provide a guide for my tasks at work."

"The facilitator is very knowledgeable."

"Very informative indeed. Glad I come for this course."

"Good trainer, understand his facts and also make the participants easy to accept and under his presentation."

Companies that have attended ATCEN's public workshops

Advance International Freight Sdn Bhd
 Affin Bank Berhad
 Aims Data Centre Sdn Bhd
 Airfoil Services Sdn Bhd
 Ajinomoto (M) Bhd
 Alcan Packaging Malaysia
 Alliance Banking Group
 Allianz Life Insurance Malaysia Berhad
 ALSTOM Asia Pacific Sdn Bhd
 Amanah Raya Berhad
 AmBank (Malaysia) Berhad
 AmG Insurance Bhd
 AmLife Insurance Berhad
 Amway (M) Sdn Bhd
 Arachem Tech Training Ctr
 Autoliv Hirota SRS Sdn Bhd
 Automobiles Peugeot
 AXA Affin General Insurance Bhd
 Axon Solutions Sdn Bhd
 Bank Islam Malaysia Bhd
 Bank Negara Malaysia
 Bank Rakyat
 Beaufour Ipsen International
 Blue Scope Steel (M) Sdn Bhd
 BMW Malaysia Sdn Bhd
 Bousted Petroleum Marketing Sdn Bhd
 Business Information Technology
 Byte Craft Sdn Bhd
 Canon Marketing (M) Sdn Bhd
 Celcom (M) Sdn Bhd
 Central Forwarding Agency Sdn Bhd
 Century Total Logistics Sdn Bhd
 Chemopharm Sdn Bhd
 CIMB Bank Berhad
 CL Computers (M) Sdn Bhd
 CMC M Perniagaan Sdn Bhd
 CNI Enterprise (M) Sdn Bhd
 Colgate Palmolive (M) Sdn Bhd
 Computer Systems Advisers (M) Berhad
 Credit Guarantee Corporation (M) Bhd
 CSA EPIC-I Sdn Bhd
 D G Kom Sendirian Berhad
 Dagang Net Technologies Sdn Bhd
 Datacom South East Asia (M) Sdn Bhd
 Datacraft Advanced Network Services Sdn Bhd
 Dell Global Business Center Sdn Bhd
 DHL Express (Malaysia) Sdn Bhd
 Dialog Telekom Limited
 Diethelm (M) Sdn Bhd
 DIGI Telecommunications Sdn Bhd
 Dumex (Malaysia) Sdn Bhd
 East of Suez Holdings Sdn Bhd
 ECM Libra Investment Bank Berhad
 ECS Pericomp Sdn. Bhd.
 Edaran Tan Chong Motor Sdn Bhd
 E-Genting Sdn Bhd
 Entellium Technologies Sdn Bhd
 EON Bank Berhad
 EPF Social Security Training Institute (ESSET)
 EPIC-I Sdn Bhd
 EPS Computer Systems Sdn Bhd
 Ericsson Malaysia
 Etiqa Insurance Bhd
 Etiqa Takaful Bhd
 Euratech (Malaysia) Sdn Bhd
 Formis Software Dynamics Sdn Bhd
 Fresenius Medical Care Malaysia Sdn Bhd
 Frontline Technologies Malaysia Sdn Bhd
 FSBM Mantissa (M) Sdn Bhd
 Fuji Xerox Asia Pacific Pte. Ltd
 Fujitsu (Malaysia) Sdn Bhd
 Gagasan Carriers Sdn Bhd
 Gapurna Technologies Sdn Bhd
 Genting Information Knowledge Enterprise Sdn Bhd
 Global Transit Communications Sdn Bhd
 Group Associated (C&L) Sdn Bhd
 Grundfos Pumps Sdn Bhd
 Gucci (Malaysia) Sdn Bhd
 Guinness Anchor Berhad
 HeiTech Padu Bhd
 Hewlett-Packard Sales Malaysia Sdn Bhd
 Hilton Petaling Jaya
 Honda Malaysia Sdn Bhd
 ICI Paints (Malaysia) Sdn Bhd
 IITC Global Technology Sdn Bhd
 IMU Education Sdn Bhd
 InfoConnect Sdn Bhd
 ING Insurance Bhd
 interTouch (Malaysia) Sdn Bhd
 iPerintis Sdn Bhd
 Islamic Banking and Finance Institute Malaysia Sdn Bhd
 ISS Consulting (M) Sdn Bhd
 IT-365 Malaysia Sdn Bhd
 ITApps Sdn Bhd
 Jabatan Pengangkutan Jalan
 Jabatan Pentadbiran Latihan
 Jebson & Jessen Communication Solutions (M) Sdn Bhd
 Johnson Controls (M) Sdn Bhd
 Kannal Solutions Sdn Bhd
 Keretapi Tanah Melayu Berhad
 Khazanah Nasional Berhad
 Kolej Yayasan UEM
 Kualiti Alam Sdn Bhd
 Kurnia Insurance (M) Bhd
 Lafarge Cement Sdn Bhd
 Majlis Amanah Rakyat (MARA)
 Malayan Banking Berhad
 Malayan Cement Industries Sdn Bhd
 Malaysia National Insurance Berhad
 Malaysian Assurance Alliance Berhad
 Maxfame Technologies Sdn Bhd
 Mayban Fortis Holdings Berhad
 Mayban General Assurance
 Mayban General Assurance Berhad
 MBF Cards (M) Sdn Bhd
 McKinnon & Clarke Sdn Bhd
 MEASAT Satellite Systems Sdn Bhd
 Media Prima Berhad
 MEPS (1997) Sdn Bhd
 Mesiniaga Bhd
 Mexter MSC Sdn Bhd
 Mid Valley City Sdn Bhd
 MISC Berhad
 Mitsui Soko (M) Sdn Bhd
 MnEBay (M) Sdn Bhd
 MNRB Holdings Berhad
 Modipalm Engineering Sdn Bhd
 MoHR
 M'sian Life Reinsurance Grp Bhd
 Multimedia College
 N2N Connect Berhad
 NCH Corp (M) Sdn Bhd
 NEC Corporation of Malaysia Sdn Bhd
 Netstar Advanced Systems Sdn Bhd
 OCBC Bank (M) Bhd
 OMD (M) Sdn Bhd
 Optimal Chemicals (M) Sdn Bhd
 Oracle Corp (M) Sdn Bhd
 P & O Global Technologies Sdn Bhd
 Panglobal Insurance Berhad
 Paradigm Systems Berhad
 Pembangunan Sumber Manusia Berhad
 Perbadanan Bekalan Air Pulau Pinang Sdn Bhd
 Pernec Corporation Berhad
 Pharamniaga Logistics Sdn Bhd
 Plus Expressways Berhad
 Power Innovations Sdn Bhd
 Premier Lubricants (M) Sdn Bhd
 Prometric BV
 Prometric Technology Sdn Bhd
 Proton Edar Sdn Bhd
 Prudential Services Asia Sdn Bhd
 Rangkaian Segar Sdn Bhd
 REDtone Telecommunications Sdn Bhd
 Rentwise Sdn Bhd
 RHB Bank Berhad
 Ricoh (Malaysia) Sdn Bhd
 Rohas-Euco Industries Bhd
 SAINS Sdn Bhd
 Samsung Malaysia Electronics (M) Sdn Bhd
 Sapura Research Sdn Bhd
 Sarawak Information Systems Sdn Bhd
 SCAN Associates Berhad
 Scope International Sdn Bhd
 Shangri-La Hotels Marketing Sdn Bhd
 Shell IT International Sdn Bhd
 Shell Malaysia Trading Sdn Bhd
 Signature Manufacturing Sdn Bhd
 Skynet Worldwide (M) Sdn Bhd
 SNT Global Services Sdn Bhd
 Sony BMG Music Entertainment
 Southern Bank Berhad
 Standard Chartered Bank
 Star Publications
 Sumiso (M) Sdn Bhd
 Sun Media Corporation Sdn Bhd
 Sunway Holdings Bhd
 Sunway Pyramid Sdn Bhd
 Suruhanjaya Syarikat Malaysia
 Taylor's College Sdn Bhd
 Teknicast Sdn Bhd
 Teknik Janakuasa Sdn Bhd
 Teledirect Telecommerce Sdn Bhd
 Telekom Sales & Services Sdn Bhd
 Telekom Smart School Sdn Bhd
 Telshine Sdn Bhd
 Tenaga Nasional Berhad
 The Media Shoppe Bhd
 The Nielsen Company (Malaysia) Sdn Bhd
 Time dotCom Bhd
 TM Asia Life (Malaysia) Berhad
 Tokio Marine Insurans (M) Bhd
 TT dotCom Sdn Bhd
 Tyco Fire, Security & Services Sdn Bhd
 UCB Pharma Asia Pacific Sdn Bhd
 UEM Academy Sdn Bhd
 United Overseas Bank (M) Berhad
 University of Malaya
 VADS Business Process Berhad
 ViewPoint Research Corp. Sdn. Bhd.

Registration Form

Certified Contact Center Manager Program 10th – 12th March 2010, JW Marriott Hotel Kuala Lumpur

Participant 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Workshop Investment - RM 3500 per participant

*The investment includes lunch, refreshments and training materials. **The workshop is PSMB claimable.** Subject to PSMB approval.*

Group Discount of 10% for 3 or more participants who register for the workshop at the same time and are from the same organization.

Ways to register

All cheques are to be made payable to **ATCEN COMMUNICATIONS SDN BHD** and mail payment together with this registration to:

**D-05-12, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana 47820 PJ,
Malaysia.**

Tel : +603 7728 2623 Fax : +603 7728 2620

Enclosed is our cheque for the event

RM _____

Human Resource / Approving Manager: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Authorized Signature : _____ Invoice Attention To (Mr/Ms): _____

Company Stamp Chop:

For In-House Workshop, kindly
email your enquiry to
inhousetraining@atcen.com

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 the conference or training workshop.
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. If cancellation occurs 7 working days prior to the event commencement and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. 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.

For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date: