



Certified Call Quality Management Program

Date: 7th – 9th June 2010

Organized By: **ATCEN**™ ACADEMY

Venue: JW Marriott Hotel Kuala Lumpur

Workshop Description

Call quality monitoring refers to the process of listening to or observing an agent's phone conversations or other multimedia contacts with customers to establish and evaluate the quality of the interaction.

In contact centers, this is the most effective method for improving agent skills, motivation levels and the overall level of service delivery within the operational calling floor. When calls are monitored properly, not only can it improve the customer experience, it can also improve overall call center performance, reduce callbacks, focus training efforts, identify process improvement opportunities and facilitate employee development.

Therefore, a Contact Center's quality call monitoring program is an essential element in providing excellent service to customers. Quality interactions help retain your customers and grow the business.

This workshop delves into the necessary elements in understanding, designing, implementing and managing a call quality management program to ensure consistent, high quality sales/service information accuracy, call management and great customer experience.

Workshop Objectives

- Create and enhance awareness of contact center call quality monitoring
- Learn key concepts about call monitoring
- Recognize the importance of call monitoring
- Understand how call monitoring is the key factor in determining the actual customer experience
- Develop a call quality monitoring program
- Formulate a call monitoring plan
- Learn how to create a comprehensive call monitoring manual
- Establish relevant KPI's to the call quality program
- Improve coaching feedback methods and agent retention
- Manage individual development effectively.

Who Should Attend?

- Operations Managers
- Quality Professionals
- Contact Center Executives
- Team Leaders
- Senior Contact Center Professionals



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Certified Call Quality Management Workshop

Module 1: The Role of Call Monitoring in a Contact Center

- What is a Call Quality Monitoring Program?
- Understanding the Concept of Call Monitoring and the Distinct Customer Experience
- Leveraging on Call Monitoring as a Performance Indicator
- The Challenges of Call Quality Monitoring in Contact Center Operations
- Best Practices in Call Quality Monitoring

Module 2: Setting up a Call Quality Monitoring Program

- Essential Components of a Call Quality Monitoring Program
- Designing and Developing a Call Monitoring Program
- Defining Call Monitoring Program Vision, Mission and Objectives
- Identifying Documentation Required in a Successful Call Monitoring Program
- Developing the Call Quality Monitoring Scorecard
- Developing the Crucial Accompanying Call Quality Monitoring Manual
- Management Support and Considerations

Module 3: The Call Monitoring Foundation

- Identifying the Right Analysts to Conduct Call Monitoring
- Training Leader, Facilitators and Call Monitoring Team
- Identifying and Selection Methodology of Calls to be Monitored

Module 4: Operational Elements of Call Monitoring

- The Correct Way to Monitor
- Identifying Agent's Areas of Strengths and Development
- Creating Alignment and Identifying Correlation Factors of Call Monitoring Scores with Existing KPI's
- Performance Managing Call Monitoring Results

Module 5: The Importance of Call Calibration

- What is Call Calibration?
- Understanding the Objectives of Call Calibration
- Mapping the Call Calibration Process and Planning
- Meeting Management Skills for a Call Calibration Session

Module 6: Performance Feedback Concepts

- What is Feedback and How It Works
- The Relationship and Differences Between Performance Monitoring and Feedback
- The Performance Management Cycle and Role of Coaching and Feedback

Module 7: Developing Key Coaching Skills

- Principles & Qualities of an Effective Coach
- Focus on the Job Holder, Earn the Right To Advance and Advanced Through Involvement
- Developing Communication Skills to Secure Buy-in

Module 8: Moving Forward

- Assessing the Readiness of Current Operations to Implement Call Quality Monitoring Program
- Creating Your Personalized Implementation Plan

Certification



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

The CCCQM program consists of 2 parts:

- Class Attendance (22 contact hours)
- A 2-Part 2 hour examination paper comprising of:
 - Part 1 - 40 Objective questions (80%)
 - Part 2 - 2 Subjective questions (20%)

An examination score of **80 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 2 1700 – 1800 Certification Examination

Facilitator Profile



Ken Ng
Principal Consultant
ATCEN Sdn Bhd

Ken serves as Principal Consultant for ATCEN Group - a leading regional service provider of people and organizational development consulting, human performance and business process outsourcing services. He is a 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 people development industry since the mid-90's and is many a time better known as the "Sifu" to his peers, colleagues, partners and customers.

With more than 19 years of both strategic and operational People and Leadership development experience, Ken is an author of numerous white papers, articles and has conducted in-depth research and studies on customer service and corporate experiential delivery in Asia Pacific. He is a much sought after speaker and has been highly involved in providing strategic directions for the Asian customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. He is appointed by Customer relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of notable judges in the highly recognized annual CRM & CCAM awards.

Ken's professional engagements have led him to numerous positions in consulting and people development engagements at Multi-national Companies, Large Local Conglomerates and Government Link Companies regionally; he works with extensively Middle and Senior Management both in Asia Pacific and the United States. It is with this exposure and experience of different Contact Centers that Ken is able to share his thoughts on important aspects of today's environment and future business developments, including: viewing different Contact Centers across the divides of the Western and Eastern world. Since that time, Ken has developed and applied his skills as a visionary public speaker and strategist to the benefit of his companies, clients, and community.

Ken first became intrigued with Contact Centers and organizational performance in the late 80's while he was still in America. Since then, Ken has held a variety of leadership and management, operational roles in sales, service, marketing, collections for major customer contact interaction centers. Ken is also an entrepreneur/founder of service oriented organizations 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 of the South East Asia Pacific region, consultant for Microsoft Malaysia's MSN website to Marketing Strategist for the Kirby Company, USA.

Following is a sample list of organizations Ken has had the privilege of working with: Malayan Banking Bhd, CIMB Bank, Standard Chartered Bank, Bank Islam, Bank Kerjasama Rakyat, AIG, Great Eastern, Mayban General, MAA, Dell Asia Pacific, Fuji-Xerox, HP, Canon, Nokia Asia Pacific, Shell, Petronas, DiGi, Tenaga Nasional Bhd and many more.

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

Companies that have attended ATCEN's public workshops

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

Registration Form

Certified Call Quality Management Workshop 7th – 9th June 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 2800 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: