



Certified Help Desk Professional Program

Date: 26th – 27th April 2010

Organized By: **ATCEN** SM ACADEMY

Venue: JW Marriott Hotel Kuala Lumpur

Workshop Description

Soft skills based, this certification identifies professionals that have reached an essential standard of customer service competency in dealing with customers over the phone in a technical environment. Designed specifically with the Technical Support professional in mind, CHDP offers the skill sets necessary for him/her to better adapt and perform in a technical support environment.

The participants of this workshop will develop the necessary knowledge and skills to work in an inbound or outbound Help Desk environment. Additionally, it provides the participants with an understanding of the analytical process required for solving technology related problems over the phone.

Workshop Objectives

- To understand the importance of a Help Desk to the organization and exceeding customer delight;
- To appreciate what it takes to be a successful Help Desk Agent;
- To develop essential communication skills;
- To understand the importance of call and service management;
- To understand the inbound call structure;
- To learn how to approach customer problems analytically;
- To learn how to handle difficult customers;
- To appreciate the technology involved in the operations of a contact center;
- To successfully manage self in a Help Desk environment.

Who Should Attend?

Technology Help Desk Professionals, Technology Help Desk Team Leaders, Technology Help Desk Supervisors / Managers, Software / Hardware Providers interested in setting up a Help Desk



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

Certified Professional Help Desk Program Outline

Module 1: Introduction to Today's World Class Help Desk

- Understanding the Role and Benefits of the Technical Help Desk
- Delivering Exceptional Call and Service Management in a Technology Environment – “Passion to Exceed Customer Delight”
- Creating the 4 Levels of Technical Support Service to ‘Wow’ the Customer

Module 2: Help Desk Professionals Competency

- Developing the KSAH of Effective Technical Support Professionals
- Understanding Logical Thought for Effective Trouble Shooting
- Understanding Your and Customers’ Behaviors from Personality Profiling: DiSC

Module 3: Communication

- Executing Exceptional Communication to Create First and Lasting Impression
- Understanding the Communication Model and Process
- How to Communicate Logically Without Sounding Too Technical

INBOUND TELE-SERVICE

Module 4: The Inbound Telephone Call Structure

- The Call Opening, Hold and Transfer
- Understanding Customers’ Technical Challenges & Needs
- The Call Closing & After Call Activity

Module 5: Managing Difficult Customers

- Understanding What Causes Conflict and the Stages of Conflict
- Balancing Logical and Empathy Skills to Manage Difficult Customers – The HEAT Approach
- The 4 Different Knowledge Levels of Technical Support Callers

CONTACT CENTER TECHNOLOGY

Module 6: 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
- THE WAY FORWARD

Module 7: Managing Self for High Performance

- The Power of Positive Lifestyles and Developing Them
- Developing Efficient Prioritizing & Managing Stress at Work for
- Effective Productivity
- Individual Goal Setting – The SMART Technique

Certification



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

The CHDP program consists of 2 parts:

- Class Attendance (14 contact hours)
- 1 one-hour (1 hour) 50 questions multiple-choice examination paper

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 and Day 2

Addition:
Day 2 1700 – 1800 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.

Previous Participants Comments:

"Ken, you are the best facilitator. I am changing now to a new "open minded" and not shy to talk to others anymore."

"Keep up the good work in designing a good help desk program!"

"Very useful information, thank for everything & I enjoyed all the time."

"The program is good!!, company should implement it to all staff."

"Overall is good & fantastic!!! Lively is not bored at all."

"A good experience."

"Ken proved to be a truly mentor."

"Keep it up, workshop is very interesting. Good job"

"Good workshop, excellent facilitator. Enjoy the workshop."

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
 CMCN 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
 Pharmaniaga 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
 Teknikast 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 Help Desk Professional Program 26th – 27th April 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 1900 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: