



# BE THE CONTACT CENTER SUPERSTAR MANAGER

**Ken Ng**  
Master Trainer

## Certified Contact Center Manager Program

**Date: 18<sup>th</sup> – 20<sup>th</sup> October 2010**

**Venue: Park Royal Hotel Kuala Lumpur**



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

### 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

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

### Who Should Attend?

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

**Organized By:**

**ATCEN<sup>SM</sup> ACADEMY**

# 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

## 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)

Full Class Attendance

A 2-Part Assessment comprising of:

Part 1 - 40 Multiple Choice Question (40%)

Part 2 – 3 Subjective Questions (60%)

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 3 1700 – 1900      Certification Examination

# Facilitator Profile



**Ken Ng**  
Principal Consultant &  
Master Trainer of ATCEN Group

**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, knows his facts and also make the participants easy to understand 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 Hirotako 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  
 CMCM 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  
 Jebesen & 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  
 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 18<sup>th</sup> – 20<sup>th</sup> October 2010, Park Royal 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 further information, kindly  
email your enquiry to  
[info@atcen.com](mailto:info@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: