



# MANAGE YOUR CALL QUALITY AND SEE YOUR BUSINESS GROW!

**Ken Ng**  
Master Trainer

## Certified Call Quality Management Program

**Date:** 22<sup>nd</sup> – 24<sup>th</sup> September 2010  
**Venue:** Park Royal Hotel Kuala Lumpur



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

### 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

Organized by:

**ATCEN** SM **ACADEMY**

# Certified Call Quality Management Program

## 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)

Full Class Attendance &

A 2-Part Assessment comprising of:

Part 1 - 40 Multiple Choice 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

*Chronology applies from Day 1 till Day 3*

Additional hours:

Day 3 1700 – 1830 Certification Examination

## Facilitator Profile



**Ken Ng**  
Principal Consultant  
ATCEN Sdn Bhd

Ken serves as Principal Consultant for ATCEN Group – The People Development Expert. 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, Maybank General, MAA, Dell Asia Pacific, Fuji-Xerox, HP, Canon, Nokia Asia Pacific, Shell, Petronas, DiGi, Tenaga Nasional Bhd and many more.

# Clientele

## 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  
Alcatel-Lucent Malaysia Sdn Bhd  
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 Centre  
Autoliv Hirotako SRS Sdn Bhd  
Automobiles Peugeot  
AXA Affin General Insurance Bhd  
Axon Solutions Sdn Bhd  
Bank Islam Malaysia Bhd  
Bank Muamalat  
Bank Negara Malaysia  
Bank Rakyat  
Beaufour Ipsen International  
BlueScope Steel (M) Sdn Bhd  
BMW Malaysia Sdn Bhd  
Boustead 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  
CSC Malaysia  
D G Kom Sdn Bhd  
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 (M) 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 (M) 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  
Jebsen & 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 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  
Malaysian Life Reinsurance Group Bhd  
Multimedia College  
N2N Connect Berhad  
NCH Corporation (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 Corporation (M) Sdn Bhd  
P&O Global Technologies Sdn Bhd  
PanGlobal Insurance Berhad  
Paradigm Systems Berhad  
Pembangunan Sumber Manusia Berhad  
Perbadanan Bekalan Air Pulau Pinang  
Pernec Corporation Berhad  
Pharmaniaga Logistics Sdn Bhd  
Plus Expressways Berhad  
Power Innovations Sdn Bhd  
Premier Lubricants (M) Sdn Bhd  
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 (M) 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 (Malaysia) Berhad  
Sumiso (M) Sdn Bhd  
Sun Media Corporation Sdn Bhd  
Sunway Holdings Bhd  
Sunway Pyramid Sdn Bhd  
Suruhanjaya Syarikat Malaysia  
Takaful Ikhlas Sdn Bhd  
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 Berhad  
ViewPoint Research Corporation Sdn Bhd

# Registration Form

## Certified Call Quality Management Program 22<sup>nd</sup> – 24<sup>th</sup> September 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 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 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: