

# Certified Contact Center Coach

**Date: 5<sup>th</sup> – 7<sup>th</sup> March 2012**  
**Venue: PARKROYAL, Kuala Lumpur**



Certificate of completion  
awarded by **Western  
Kentucky University (USA)**.  
Certificate of Attendance by  
**ATCEN (Malaysia)**

## Workshop Description

Coaching is a highly integral component in the Contact Center environment. It is conducted by numerous parties on various areas of development; namely work related skills and telephony interactions within the contact center.

However coaching must never merely be a process that needs to be completed but an important aspect of agent development and operational effectiveness. Coaching also serves as a quality improvement tool on a whole within the contact center environment as it serves as a point of reference for the staff enhancement and improvement.

This program focuses on the end to end process of conducting coaching within the contact center environment. It provides a comprehensive platform to re-evaluate and enhance the participants coaching effectiveness and build on it to further strengthen the quality and productivity of the contact center personnel.

## Workshop Objectives

- Understanding the different coaching methods within the Contact Center Environment
- How to communicate clearly desired behavior to the agents
- Monitoring and giving feedback based on performance
- Develop specific competencies that would enable more effective and focused coaching sessions
- Coaching based on specific data such as Key Performance Indexes and Quality Analysis.

## Who Should Attend?

- All individuals who conduct coaching within the Contact Center.

*Organized By:*



# Certified Contact Center Coach Program

## Day 1

### Module 1: Introduction

- What is Coaching?
- The Importance and Role of Coaching in the Contact Center
- Why Coach and Not Just Train?

### Module 2: The Difference of Coaching in a contact Center Environment

- Where Does Coaching Fit in to the Contact Center
- Coaching Angles – What to Coach on and Why?
- The Best Person to Coach in a Contact Center
- Multiple Coaches and How to Align Your Recommendations

### Module 3: Communicating Expectations and Coaching on Behavioral Correction

- Know What to Coach – Attitude vs. Behavior
- What Can You Change by Coaching?
- CCTD
- When to Stop Coaching?
- Understanding Key Components of a High Performing Contact Center Professional
- Setting the Right Expectation for the Contact Center Personnel
- Carrot and Stick Methodology: Identifying When to Use Which

## Day 2

### Module 4: Developing Key Contact Center Coaching and Mentoring Skills

- Principles & Qualities of an Effective Coach
- Focus on the Job Holder, Earn the Right to Advance and Advance Through Involvement
- The Different Kinds of Coaching Styles that Can Be Used in a Contact Center
- Understanding the Level of Competency of Your Staff and the Most Appropriate Coaching Technique to Use
- Understanding Why Different Staff React Differently Toward Coaching.

### Module 5: The Contact Center Coaching Session

- Preparing for a Coaching Session Using the GROW Coaching Model (Goal, Reality, Options, Way Forward /Will)
- Planning a Coaching Session Based on the Contact Center Personnel's Personality and Behavior.
- Conducting an Actual Coaching Session
- The Power of Asking the Right Questions in a Coaching Session to Guide Towards a Desired Outcome
- Following Up on the Coaching Session

### Module 6: Conducting Coaching In the Contact Center Environment

- Developing a Performance Culture of Openness and Transparency
- Developing My Coaching Action Plan Using GROW
- Monitoring and Following Up
- Review and Self assessment
- Coaching and mentoring your participants
- Continuous Improvement cycles

## Day 3

### Module 7: Using Contact Center Matrixes for Coaching

- Coaching based on KPI's E.g. Adherence, AHT, ACW, Quality Monitoring, Conversion Rate
- Quality Monitoring Coaching vs. Work Performance Coaching
- Transferring the Responsibility of Performance via Coaching
- Multiple Coaches and Calibrating the Coaching Sessions
- A Continuous Growth Model Based on Coaching Outcomes.

### Module 8: The Contact Center Performance Feedback and Motivation

- The Correlation Between Performance Monitoring and Feedback
- What Motivates Contact Center People and How to Best Recognize Them
- Giving Feedback and Motivating People Across Generations: Baby Boomers, Gen-X and Gen-Y
- Correcting Undesirable Behaviors

## Examination

### Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Refreshment
1300 – 1400	Lunch
1530 – 1545	Afternoon Refreshment
1750	End of Workshop

*The above Chronology applicable for Day 1 till Day 3*

Additional Hours for Day 3

1700 – 1900	Certification Examination
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### **Certification by:**



**Certificate of Completion awarded by Western Kentucky University (USA) & Certificate of Attendance by ATCEN (Malaysia)**

Certification is dependent on the following:

- Full Class Attendance
- 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.

# Course Leader Profile

## Ken Ng

### Contact Center “Sifu”, Master Trainer

Ken serves as Principal Consultant for The ATCEN Group. He is a Certified Professional Speaker, Certified Support Manager from Service Support Professional Association of America, and Certified Trainer from Western Kentucky University, USA. He holds a BSc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian customer interaction management industry since the mid-90's and is better known as the “Sifu” to his peers, colleagues, partners and customers. Ken is one of only two Certified Trainers from Western Kentucky University, USA that is able to conduct this program.

With more than 19 years of both strategic and operational service and customer interaction experience, Ken is an author of numerous articles distributed internationally and has conducted in-depth research and studies on service, contact centers and the customer experience in Asia Pacific. Passionate, dynamic and energetic, he is a much sought after speaker and has been involved in providing strategic directions for the Asian service, sales, marketing and customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. Intent on sharing his expertise in the customer experience industry, he is regularly nominated by the Customer Relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of the notable judges in the highly recognized CRM & CCAM Annual Awards in various categories.

His expertise continuously leads to consulting and performance enhancement engagements regionally with Multi National Companies, Large Local Conglomerates and Government Linked Companies, where he focuses on the mission critical aspects of Service, Customer Interaction and Customer Experience, Strategic Sales and Service Blueprint design, Human Capital Recruitment & Development, Service, Sales & Marketing Framework, People Motivation & Teamwork, Business Development, Key Account Servicing, Business Process Rejuvenation, Performance Management implementation and all aspects of Frontline and Contact Center Management.

Ken first became involved with service in the mid-80's while he was still in America. Since then, Ken has held a variety of leadership, management and operational roles in service, sales, marketing, collections for major service and sales operations. Ken is also a pioneer/owner of the first premier cyber cafe chain 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 the South East Asia and Asia Pacific region, Marketing Consultant for Microsoft Malaysia's MSN website to Sales and Marketing Strategist for the Kirby Company, USA and many more.

### Previous Participants Comments:

*“Mr. Ken has done a good job by encouraging all the participants positively. Good communication skills. More reliable on the emotional & consistency service continuously to him provided. Well done”*

*“It was a great journey for these 2 days. Learn more in details for some module and will practice it.”*

*“I learnt a lot from this training and will implement to my team.”*

*“Facilitator delivered knowledge very clear and he is very experienced.”*

*“The workshop was conducted in a very effective methodology. The workshop was fruitful & relevant to our job task. Very interesting workshop. Excellent presenter / facilitator.”*

*Easy to understand, very interesting and interactive. Facilitator were lively”*

*“Had a lot of fun. Ken is definitely fantastic trainer!”*



### Companies that have attended programs with Ken

- Alcatel Lucent (M)
- Bank Islam
- Bank Kerjasama Rakyat
- Bank Muamalat
- Canon Marketing
- DHL Express (M)
- E-Genting
- EON Bank
- Etiqa Insurance & Takaful
- ING Insurance
- Institut KWSP, interTouch (M)
- iPerintis
- IT-365
- Jebson & Jessen Communication Solutions
- Johnson Controls (M)
- Kompakar eRetail
- Malaysian Assurance Alliance
- Maybank
- OCBC Bank, Professional Advantage
- Prudential BSN Takaful
- REDtone Telecommunications
- Royal Selangor
- Sapura Research
- Shell Information Technology International
- Takaful Ikhlas
- Tokio Marine Insurans

# Course Leader Profile

## Roshini Visvananthan Trainer



Roshini is a Training Consultant with the ATCEN Group. She graduated with honors from the University of Malaya and since then has had the opportunity of working with several national and international organizations. She is a Certified Professional Trainer (USA), Certified Contact Centre Manager and a Coach.

Prior to joining ATCEN, Roshini has worked in the Insurance, Banking as well as Technology industry. Coming from a corporate management environment, Roshini has extensive experience leading teams in projects involving process improvement in areas such as Customer Service as well as Service Quality Management.

Having had experience in the many facets of customer service including face to face customer interaction, Complaints and Escalation management via the phone as well as emails, Roshini is well versed with the technicalities and skills needed to handle today's customers in the contact center environment. She also has good experience managing people from very diverse cultures, backgrounds and countries.

Furthermore having dealt with many difficult customer situations, she is very experienced in training first level as well as second level customer support staff to better see the techniques in handling complicated cases involving people, processes and products.

As a trainer Roshini has conducted trainings and workshops in many different areas. This includes Contact Center Team Leader, Contact Center Manager, Contact Center Coach, Help Desk Professional, Contact Center Professional, Call Quality Management, Managing Difficult Customers, The Total Customer Experience, Telephone Etiquette, Negotiation Skills, Process Improvement, Effective Communication Skills, Delivering Resolutions to Customers, Telesales skills, Presentation skills, as well as Quality Improvement. Roshini has undertaken projects related to change management and Needs Based Selling.

Roshini is a highly motivated individual that truly believes in the potential of people. She is actively involved in several NGOs related to the development of young adults. Her dynamic personality has many a time been described by people to be contagious. Roshini passionately believes that, "The End of Education is Character" and with the right Character, Anyone can Achieve Success.

### Companies that have attended programs with Roshini:

- Hewlett- Packard
- CIMB
- MAA
- ASTRO
- Perodua
- Mesiniaga
- Bank Negara
- Bank Rakyat
- Alfa Laval
- Century Software
- CSC Malaysia
- KWSP
- Khazanah Nasional Berhad
- Tanjong Offshore
- Prometric Technology
- Taylors University College
- DagangNet
- Global Transit
- Maybank
- Celcom
- ETIQA
- Ambank
- RHB Bank
- SONY Malaysia
- Canon
- Takaful
- TNT Malaysia
- Sunway
- AIA
- Alcatel Lucent
- K&N Kenanga
- Heitech Padu
- Perodua
- Atos Origin
- Cosmopoint
- Bank Islam Berhad

# **Certified Contact Center Coach Program**

**5<sup>th</sup> – 7<sup>th</sup> March 2012  
PARKROYAL, Kuala Lumpur**

**TO REGISTER OR FOR MORE INFORMATION:**

Kindly call us at 03-77282623 or email us at

[pw@atcen.com](mailto:pw@atcen.com)