

# Certified Contact Center Manager Program

**Date: 14<sup>th</sup> – 16<sup>th</sup> May 2012**

**Venue: PARKROYAL, Kuala Lumpur**



Certificate of completion  
awarded by **Western  
Kentucky University (USA).**  
Certificate of Attendance by  
**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 needs to be knowledgeable in both technical and the softer aspects of people management. 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 support systems and departments 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 technical 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 understand and 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:*



# 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 CCTD

## 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 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.

## 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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# 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.



#### 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
- Jebesen & 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

#### 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!”*

# Course Leader Profile

## Roshini Visvanathan 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
- Tanjung 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

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**TO REGISTER OR FOR MORE INFORMATION:**

Kindly call us at 03-77282623 or email us at

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